

Strategies to educate produce executives and their customers on health and nutrition benefits to drive consumption.

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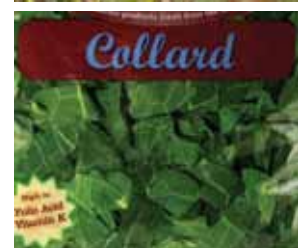
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Ocean Mist Farms

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Interview with Kori Tuggle,
Marketing Manager,
Ocean Mist Farms

Located in Castroville, Calif., Ocean Mist Farms grows a wide assortment of fresh vegetables including broccoli, cauliflower, celery, mixed lettuce, romaine, spinach, and its signature crop, artichokes. Ocean Mist is the largest producer of artichokes in the country with 83 years of industry leadership.

Q: How can you distinguish your product from the pack touting nutritional benefits?

A: Artichokes are a great way to meet several key nutrition recommendations. Artichokes are low-calorie, nutrient-rich vegetables and a great source of antioxidants. One medium artichoke is an excellent source of fiber and vitamin C and a good source of folate, magnesium and potassium. Additionally, artichokes have no fat or cholesterol and provide four grams of protein.

Q: What are the latest news flashes/surprises regarding health/nutrition benefits of eating your product?

A: A 2006 study in the *American Journal of Nutrition* found artichokes have the highest antioxidant level of all vegetables. What was surprising about artichokes is although they are pale green in color, they have a high antioxidant content similar to foods generally recognized as high in antioxidants due to their rich coloring, such as berries. Vitamin C and phytonutrients, specific types of antioxidants found in artichokes, provide a number of health benefits including anti-cancer, anti-aging, heart-healthy, immunity boosting and cholesterol lowering functions.

Q: Are there any notable health reasons to target specific demographics or age groups with your product?

A: Artichokes are a nutrient-rich vegetable offering health benefits to all age groups. They are particularly advantageous for seniors because their high antioxidant and fiber content provide a wide range of health benefits for common conditions associated with age. For example, the

dozens of phytonutrients in artichokes provide anti-cancer, anti-aging, heart-healthy, immunity boosting and cholesterol-lowering functions.

Q: Are there any myths or confusing nutrition information about your product you'd like to clear up?

A: Artichokes are higher in antioxidants than many foods commonly touted as rich in antioxidants including cranberries, blueberries, wine and chocolate.

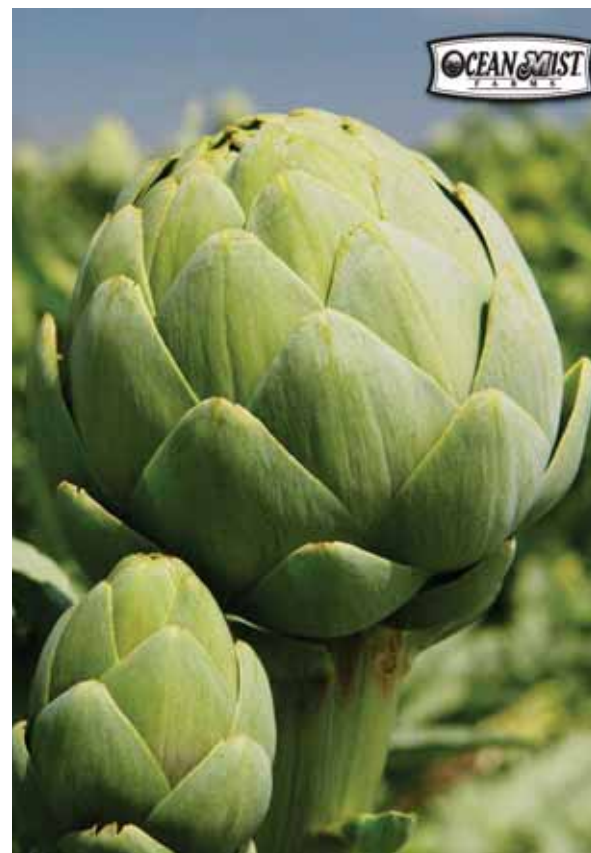
Q: Can you connect your product's nutritional properties to health issues consumers can understand?

A: Artichokes are an antioxidant powerhouse. One medium artichoke is an excellent source of dietary fiber, providing 10 grams of the recommended 20 to 35 daily requirement. In addition to many disease fighting functions, fiber helps maintain a healthy digestive system and aids in weight control.

Q: How does your product deliver a powerful punch of nutrition and what studies back up these claims?

A: The *American Journal of Clinical Nutrition* found artichokes have more antioxidants than all other vegetables and ranked fourth in antioxidant content out of all food and beverages tested. In the study, researchers from the Virginia Polytechnic Institute and State University, the University of Minnesota and the University of Oslo, Norway, used the FRAP (ferric reducing ability of plasma) assay method to measure the antioxidant levels of more than 1,000 food and beverages commonly consumed in the United States.

Q: Since the FDA has strict guidelines on what health claims a company can make, what can be advertised or put on



labels of your product packages?

A: Artichokes are an antioxidant powerhouse.

Q: What challenges do you face in getting the health message about your product to consumers and what solutions can you offer?

A: We communicate our health message on our Web site, on packaging and on customer communications.

Q: What are the best strategies to relay nutritional/health information to consumers on the retail floor?

A: We have materials we insert in cartons for produce managers to use as they build artichoke displays that highlight the nutrition benefits of artichokes.

 **MULTIPLE CHOICE**

WHAT'S YOUR ARTICHOKE IQ?

TAKE THIS TEST AND FIND OUT.

WHO IS THE MARKET LEADER IN FRESH
ARTICHOKEs, AND WHY?

- A) OCEAN MIST, BECAUSE IT HAS SPENT 83 YEARS PERFECTING THE ART OF GROWING FRESH ARTICHOKEs.
- B) OCEAN MIST, BECAUSE IT IS THE ONLY YEAR-ROUND SOURCE FOR PREMIUM FRESH ARTICHOKEs.
- C) OCEAN MIST, BECAUSE OF ITS IDEAL ARTICHOKE LAND BASE.
- D) OCEAN MIST, BECAUSE THEY HAVE DEVELOPED PROPRIETARY, THORNED VARIETIES THAT ARE THE BEST-EATING ARTICHOKEs.
- E) ALL OF THE ABOVE.

Solution: e) All of the above

As many retailers already know, it's hard to go wrong with artichokes — as long as you rely on Ocean Mist Farms.

We've been the market leader since 1924. And with more and more consumers learning to love artichokes, we're here to deliver the best artichoke eating experience that your customers expect — time and time again — 52 weeks a year.

**The more you learn about artichokes,
the better you'll like Ocean Mist Farms.**



Learn more at www.oceanmist.com



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Website: www.naturipefarmstrade.com
Website: www.naturipefarms.com

Interview with Chris Mayhew,
Vice President of Marketing,
Naturipe Farms LLC

Naturipe Farms, LLC produces a full line of conventional, organic and premium berries, marketed under the Naturipe Farms brand. Headquartered in Naples, FL, Naturipe Farms maintains alliances with premier growers to provide customers and consumers with nutritious, wholesome and delicious berries throughout the year.

Q: *As consumers are inundated more and more about the nutritional values of just about everything, how can you distinguish your product from the pack?*

A: Berries are considered to be super foods. Most health professionals agree a healthful diet should include berries. They are low in calories, high in vitamins and low in fat. They're a delicious source of disease-fighting nutrients. Retailers can offer consumers the full line of conventional and organic berries with the Naturipe Farms label — blueberries, strawberries, blackberries, raspberries, cranberries and other specialty berries.

Q: *What are some of the nutritional properties in your product that make it an essential part of a healthful diet?*

A: Berries are super foods containing vitamins and phyto chemicals, which may help prevent diseases and disorders. For example, cranberries and blueberries contain a substance which may help treat bladder infections. Extracts from blueberries and strawberries have been shown to have anti-cancer properties. Darker colored berries, like blackberries, contain powerful antioxidants, which in laboratory studies have shown they may help slow down the aging process and diminish the effects of Alzheimer's disease. Berries, in particular blueberries and raspberries, contain lutein, which contributes to healthy vision. Berries are low in calories and high in vitamins and minerals to boost and maintain a healthy immune system.

Q: *What are the latest news flashes/surprises regarding health/nutrition benefits of eating your product?*

A: Berries have become a hot topic, and there is ongoing research in clinical

trials to determine health benefits and develop new varieties with increased antioxidants and health-fighting benefits. Recently, these studies have discovered certain berries may prevent ulcers, improve eyesight and even inhibit the growth of plaque on teeth. Naturipe Farms recognizes the importance of berries in consumers' diets and is actively working on developing new varieties that taste great.

Q: *Are there any notable health reasons to target specific demographics or age groups with your product?*

A: All age groups can benefit from the properties of berries: Pregnant mothers can rely on strawberries as a great source of all-important folic acid, the elderly can benefit from the anti-aging benefits of blueberries, and women can ward off urinary track infections with cranberries. Children love berries, which are a delicious, fun alternative to junk food. Researchers are discovering how the different nutrients in fresh berries are beneficial to mind, body and general well-being.

Q: *Can you connect your product's nutritional properties to health issues consumers can understand?*

A: Many studies have linked an increased dietary intake of antioxidants from berries to helping to reduce the risks of a range of diseases such as cancer, cardiovascular disease and diabetes.

Q: *What health-related initiatives do you currently have underway?*

A: Naturipe Farms has done a recent update of our consumer-based website, naturipefarms.com, to keep consumers up-to-date on the latest studies and nutritional information, as well as providing delicious super food recipes making it fun and easy to live a healthy lifestyle. New additions to the site are favorite recipe links, a community recipe center, and much more.

Q: *What else can retailers do to relay nutrition/health information to consumers on the retail floor?*

A: There are several effective ways,



such as knowledgeable produce managers, in-store announcements, point-of-sale materials, shelf strips, health information kiosks, signage, danglers and in-store health demos. Today's consumers are asking for more nutritional information for their products. Naturipe Farms is committed to supplying retailers with the latest berry research on health benefits and in-store materials.

Q: *What challenges do you face in getting the health messages about your product to consumers, and what are the solutions?*

A: Educating consumers on easy ways to increase the use of fresh berries in their everyday diets is a challenge and an opportunity. Berries are actually perfect for any eating occasion. Through our web site and consumer relationship marketing campaigns, Naturipe Farms provides all different types of product uses. We have developed a lot of fantastic recipes ranging from appetizers to soups, salads and sauces. We also provide health and nutrition tips.

BERRIES FOR HEALTH

Berries - among the superfoods highest in antioxidants and disease-fighting phytochemicals - are a fun and flavorful part of a healthy lifestyle.

At Naturipe Farms, we're strengthening our connection with consumers, and it's our commitment to build your berry category and profits. We're the right choice for good-tasting, wholesome berries for you and your customers.

Visit www.naturipefarmstrade.com for all of your berry needs and www.naturipefarms.com to experience our consumer connection.



Berry Blast Smoothie

This and other great recipes available from the berry experts.
www.naturipefarms.com



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Interview with Gina Nucci,
Director of Foodservice Marketing,
Mann Packing Company

Mann Packing Company has long been a pioneer in the fresh produce industry. It introduced the first fresh-cut package of broccoli florets in the 1980s and helped put broccoli on the map as a healthful food source with the funding of the first nutritional study on broccoli. It is also a leader in innovative packaging and development of exciting new fresh-cut vegetable products.

The company was founded by H.W. "Cy" Mann, a Stanford graduate who came to California's Salinas Valley in search of employment in the 1930s. Today, Mann Packing distributes more than 35 fresh vegetable commodities under its Sunny Shores label and a variety of value-added retail and foodservice products, including Broccolini Sweet Baby Broccoli, Broccoli Wokly, Mann's Broccoli Cole Slaw, Stringless Sugar Snap Peas, Romaine Hearts, Simply Singles Whole Leaf Singles and the latest product, fresh-cut sweet potatoes.

Q: *As America fights the obesity epidemic and other health problems, consumers are inundated with the nutritional values of just about everything. How can you distinguish your product from the pack?*

A: We have a *For A Healthy Active Lifestyle* logo with Mann's SuperMANN on each of our fresh-cut vegetable products. Within each logo, we call out health attributes for that product.

Q: *Tell us something consumers may not realize about how your product can improve their health and well-being.*

A: I think the most important thing our consumers may not realize is the application ideas on how to add more veggies into your diet. An article published in *The Everett [WA] Herald* (Nov. 19, 2006) points out broccoli is known as the crown jewel of nutrition because it is rich in vitamins and minerals. It reports while many fruits and vegetables are loaded with cancer-preventing substances, broccoli tops the list, offering an outstanding 30 types of these agents.

Additionally, a team of Johns Hopkins scientists recently reported humans can be protected against the damaging effects of ultraviolet radiation — the most abundant

cause of skin cancer — by wearing a topical solution containing an extract from broccoli sprouts. According to Dr. Paul Talalay, a professor of pharmacology, the broccoli chemical extract is not a sunscreen because, unlike sunscreens, this topical solution does not absorb UV light and prevent its entry into the skin but instead works inside cells by boosting the production of protective enzymes defending cells against many aspects of UV damage. (Proceedings of the National Academy of Sciences, Oct. 22, 2007).

Q: *Are there any notable health reasons to target specific demographics or age groups with your product?*

A: Our veggies are healthful for all demographics. Our convenient packaging is ideal for anyone on the go and those who have busy schedules. The veggies are washed and ready to eat. You can even microwave steam them in the bag.

Q: *Are there any myths or confusing nutrition information about your product that you'd like to clear up?*

A: Our broccoli products tend to be full of fiber, which could have adverse effects if eaten in large quantities. Beano[®] helps those who are susceptible to flatulence. Also, broccoli contains vitamin K, and if you are on blood-thinning medications, apparently you should avoid eating too much so the medication works properly.

Q: *Can you come up with simple, catchy phrases that could be used to market health benefits of your product?*

A: We've already created a new slogan and logo: *For a Healthy Active Lifestyle*. Because all vegetables are healthful for you, this communicates the ease of preparation along with the goal of having a balanced, healthful diet and lifestyle.

Q: *Can you point to studies backing up the nutritional claims of your product?*

A: The studies are endless. John Hopkins is continuing to do studies on the phytochemical components of broccoli. Anyone can find a great deal of information googling broccoli.



Q: *Since the FDA has strict guidelines on what health claims a company can make, what can be advertised or put on labels of your product packages?*

A: Each product of ours is different. A variety of our statements include high in vitamin C, naturally low in carbs, good source of folate, good source of fiber, high in antioxidants, and preservative free.

Q: *What challenges do you face in getting the health message about your product to consumers and what solutions can you suggest?*

A: We believe all consumers know vegetables are healthful. It's providing them tasteful usage ideas and pleasant experiences with the products to keep them buying them. We have updated our web site, www.veggiesmadeeasy.com, with creative recipe ideas on how to simply add veggies to their meals: from breakfast scrabbles to Mexican burritos. And streaming videos to teach those consumers who aren't that familiar with cooking on just how easy it is! Fresh Veggies Made Easy is our mission.

Q: *What are the best strategies to relay nutritional/health information to consumers on the retail floor? Can you provide creative that directly link your product to health and encourage action-oriented steps?*

A: I think healthful recipe and usage ideas would be great. Most consumers do not know how to cook. Additionally, retailers are using innovative displays, in-store magazines and weekly advertising to cross promote healthful products. In-store demos and wellness programs are also growing. Making veggie consumption as easy as possible is what's important.

History

where we come from matters.



Quality

people, products and service.



Vision

innovating for the future.



These are our core values; they describe our commitment to the industry. We've been innovating and promoting the highest quality fresh vegetables for four generations. Our brand is backed by stellar food safety standards, quick turn times for your trucks and outstanding sales service. All built upon a foundation of loyalty and integrity—with the track record to prove it.



Fresh Vegetables Made Easy.™

Salinas, CA | www.veggiesmadeeasy.com | 800-884-6266



It's Fresh.
It's Easy.
It's Mann's!



T. Marzetti Company

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Interview with Carla Laylin,
 Senior Marketing Manager, Produce
 Products, T. Marzetti Company

The T. Marzetti Company, the specialty food arm of Lancaster Colony Corporation, offers both retail and foodservice products. The company markets a wide variety of brands including: Marzetti, Girard's, Cardini, Teresa's and Pfeiffer Salad Dressings, Marzetti croutons, Slaw Dressing, Jack Daniel's mustards, Romanoff Caviar, New York and Mamma Bella frozen garlic bread, Reames frozen egg noodles, Inn Maid egg noodles, Chatham Village croutons, Sister Schubert's homemade yeast rolls and Marshall's biscuits.

Q: *As America fights the obesity epidemic and other health issues, consumers are inundated with information. How can you distinguish your product from the pack?*

A: As about 70 percent of purchase decisions are made at the point of purchase, the package becomes an increasingly important communication vehicle for health benefits, in addition to the nutritional panel. Our products across the dip and dressing categories are labeled to provide 'instant communication' to the consumers.

Our dressing line has *No Preservatives* clearly marked on the labels. In early 2008, we are adding an *All-Natural* claim to our dressings. This lets the consumer know immediately the product does not contain any artificial flavorings, colorings, MSG, etc.

We offer numerous light products in the dressing category (creamy line and vinaigrettes) and in the Veggie, Apple and Fruit Dip segments. We also offer Fat Free dips: the Light and Fat Free products are easily differentiated at shelf. Additionally, all of our dips also call out *0 grams Trans Fat*.

We recently enhanced our vinaigrette packaging by adding ingredient vignettes, which, with the clear packaging, better reflects the premium quality ingredients and increases our shelf appeal.

Our Organic Dressing line was recently redesigned and should be appearing on the shelf in early 2008. The clear labeling and ingredient vignettes allow the goodness of the dressing to show through. Given the growing popularity of fruit dressing varieties, we are adding an Organic Raspberry Cranberry to our lineup.

Q: *Tell us something consumers may not realize about how your product*

can improve their health and well-being.

A: Our products in the dressing and dip category are created to enhance fresh fruits and vegetables and help families eat more of them. A recent UC Davis study found kids ate 23 percent more vegetables when they were served with a moderate helping of ranch dip/dressing. Seventy percent of kids say ranch dip/dressing is a must for veggies (survey conducted by Impulse Research). Recent research shows fat-soluble veggies like carrots, spinach and broccoli have nutrients that are better absorbed with a moderate amount of fat, like ranch dip/dressing.

Q: *Are there any notable health reasons to target specific demographics or age groups with your products?*

A: Our dressings and dips appeal to a broad demographic profile. Our Light Dressings offer half the fat and minimally 1/3 fewer calories than the originals, with the same great flavor profile. Vinaigrettes in general are lower in fat calories than the creamy varieties, and we also offer Light Vinaigrettes. All of our more healthful segments show strong growth.

We also see trends emerge and strive to offer products fitting those trends. We introduced a line of Hummus Veggie Dip and Spreads. Hummus is particularly popular with younger consumers and those interested in healthful snacking. It is lower in fat and saturated fat than other dip alternatives. It also provides protein and fiber. We also offer different shapes and sizes of hummus packaging to use in fresh-cut veggie trays.

Another trend we have seen emerging is 100-calorie packs. You can have the product you like, not a 'diet' version, but it is portion controlled. We have just introduced 100 Calorie Packs of Light Ranch Veggie Dip and Cream Cheese Fruit Dip. Each unit of dip is 1.5 ounces. Six units are bundled together in a snack pack. Packaging screams *100 Calorie Pack* so the consumer can easily identify on shelf. Target audience is female ages 25 to 54.

Q: *Are there any myths or confusing*



nutrition information about your product you'd like to clear up?

A: Since salad dressings and dips contain oils, consumers may associate them with trans fats. Like most dressings and sour cream-based dips, ours are made with non-hydrogenated vegetable oils, so our products do not contain trans fats.

Q: *Since the FDA has strict guidelines on what health claims a company can make, what can be advertised or put on your product's labels?*

A: We highlight/differentiate on shelf as much as possible within those guidelines. We use different color coding to differentiate the Lights/Fat Free from the regular items on the shelf. On the dressings, we will claim the *All Natural No Preservatives* in a prominent location, so the consumer will take notice. The USDA Organic Seal is prominent on our Organic line, assuring the consumer our organic dressings and dips contain the necessary 95 percent organic ingredients to qualify for the seal.

Q: *What challenges do you face in getting the health message about your product to consumers and what solutions can you offer?*

A: Our primary means of communication is through our packaging. Labeling space is at a premium, so it is a challenge to communicate in-depth messages. Using point-of-sale materials and focusing advertising messages on the health benefits help.

Q: *What are the best strategies to relay nutritional/health information to consumers on the retail floor?*

A: The best options are point-of-sale materials where we have more space to tell our story and to provide healthful recipes.



New Crouton Packaging and Flavors!



Hummus... For Goodness Sake

Marzetti Hummus was created for the produce department, the perfect place to promote this delicious, nutritious snack dip/spread. Marzetti is the brand consumers know and trust in produce.

New 100 Calorie Packs

Light Ranch Veggie Dip and Cream Cheese Fruit Dip are now available in portion control packs for fresh fruit and veggie snacks.



Reader Service # 40

Cal-King



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Interview with John Fagundes,
President, Cal-Harvest

Cal Harvest Marketing, Inc., a large grower of kiwifruit, was formed in 1988 and is owned by Fagundes Agribusiness, based in Hanford, CA. Cal Harvest markets fresh fruit in North and South America and the Pacific Rim.

Q: Can you point to the nutritional properties in your product that make it an essential part of a healthful diet?

A: Dr. Steven Pratt, the author of *SuperFoods Healthstyle*, recently added kiwifruit to the elite list of SuperFoods. It's a nutritional powerhouse and has rightly earned its new SuperFood status.

A 2-piece serving has twice the vitamin C of an orange, as much potassium as a banana and as much fiber as a serving of bran flakes — all for about 100 calories. Kiwifruit is also a good source of magnesium, sodium-free and a low-fat source of vitamin E.

Q: What are the latest news flashes/surprises regarding health/nutrition benefits of eating your product?

A: Bite for bite, kiwifruit contains more essential nutrients than 27 of the most popular fruits, as proven by a Rutgers University study, making it one of the most "nutrient dense" fruits in the world.

Recent research conducted by the University of Oslo in Norway reveals that consuming two to three kiwifruit per day can work to thin blood, reduce clotting and lower fat in the blood that can cause blockage. In short, kiwifruit consumption has similar effects to the daily dosage of aspirin recommended by physicians to improve heart health.

Q: Are there any notable health reasons to target specific demographics or age groups with your product?

A: Kiwifruit is popular among children because of its small size, convenience, sweet taste and colorful appearance! And because of its nutritional value and year-round availability, moms love it, too. Kiwifruit is also popular among adults and senior citizens. Research has linked it to reducing the risk of age-related macular

degeneration, the leading cause of irreversible blindness in older Americans.

Kiwifruit also has a moderate-to-low glycemic index of 52, making it a safe choice for those with Type 2 diabetes.

Q: Are there simple, catchy phrases to market the health benefits of your product?

A: Here are some messages developed by Cal Harvest and the kiwifruit industry: *Fuzzy Fruit — Fabulous Flavor*, *Power UP with Kiwifruit — A Nutritional Superpower*, *Kiwifruit — The New SuperFood*, *Green Kiwifruit — The Classic Original* — *A Super Tropical-Sweet Sensation*, *Organic — 100% Super Natural Quality*, *Chewable Vitamins*, *Lean*, *Green Kiwifruit Machine*.

Q: How does your product deliver a powerful punch of nutrition? Do studies back up these claims?

A: Many studies, available on the Cal Harvest and industry web sites, support the previously mentioned health claims. Green kiwifruit also works well as a natural digestive aid and may help relieve asthma symptoms in children.

Q: Since the FDA has strict guidelines on what health claims a company can make, what can be advertised or put on your product's labels?

A: FDA has approved the following nutrient content descriptors for kiwifruit: low-fat, saturated fat-free, sodium-free, cholesterol-free, high in fiber, high in vitamin C, a good source of vitamin E and a good source of potassium.

Q: What challenges do you face in getting the health message about your product to consumers and what solutions can you offer?

A: Though kiwifruit has been readily available in North America for many years, some consumers have never tried one. Efforts should always be made to get consumers to try the fruit and experience its unique taste year-round: California produces the most volume of fruit October through April; Chile offers fruit April through August; New Zealand exports



**NOW AVAILABLE IN
CONVENTIONAL
AND ORGANIC**

kiwifruit to North America June through October and Italian kiwifruit comes in January through April.

Q: What are the best strategies to relay nutritional/health information to consumers on the retail floor?

A: Display: Display kiwifruit next to other SuperFoods such as avocados, blueberries, oranges, broccoli and pomegranates to form a "Power Aisle," and display kiwifruit sliced and over-wrapped.

Point of Purchase/Signage: Signage should promote the health and nutritional benefits of kiwifruit. Make sure consumers see placards showing the ease of cutting and scooping the fruit. It can also be eaten whole (skin included) once the fuzz is rubbed off.

Offer in-store demos: Most people will buy kiwifruit after sampling it.

Sell in multiple pack styles and sizes: Give consumers a choice by placing bags or multi-unit packages with bulk displays.

Advertise: Sales increase as much as three times when advertised.



A world of kiwifruit profits at your fingertips



The "Cal King" label of kiwifruit represents one of the largest kiwifruit growers in California. This label is marketed by Cal Harvest Marketing, Inc., a family-owned farming and marketing organization that has been at the fore-front of the kiwifruit industry in California since the 1970's. This kiwifruit has been **grown, picked and packed with care and pride for over 30 years**. The label is now available in both conventional and organic styles. Cal Harvest also markets kiwifruit from Chile and New Zealand to assure you have a high quality, year-round source of kiwifruit.

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Walter P. Rawl & Sons, Inc.

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Interview with Donna Bundrick-Griffin, coordinator, marketing and promotions, Walter P. Rawl & Sons, Inc.

The Walter P. Rawl & Sons, Inc. company grows, packs and ships fresh, high-quality vegetables to retail outlets including grocery stores and foodservice vendors. Through state-of-the-art technology, the company is committed to providing consumers with high-quality vegetables and dedicated to supplying the marketplace with the most wholesome vegetables providing great nutritional value, impeccable looks and optimum food safety, thus continuing to generate good business ethics and good consumer relationships. The Walter P. Rawl & Sons, Inc. company continues to play a very important part in the Produce for Better Health Foundation by endorsing the 5-A-Day Programs, contributing its part in producing a healthier America.

Q: How can consumers distinguish your product from the pack? Can you point to the nutritional properties in your product that make it an essential part of a healthful diet?

A: Our greens are very consumer friendly because they are cleaned, washed and already cut to help today's consumers prepare healthful meals for their families. Greens are low in calories, fat and sodium. They are high in vitamin A, vitamin K and cholesterol-free. Greens are also good sources of riboflavin, potassium, calcium and iron.

Our packaging now displays the American Heart Association logo which signifies it is a heart-healthy product.

Q: What are the latest news flashes/surprises regarding health/nutrition benefits of eating your product?

A: Women can have healthier babies by enjoying greens. Since greens are good sources of riboflavin (one of the B complex vitamins) and iron, in addition to being very low in calories, fat and sodium, cholesterol-free and high in vitamin A, expectant women can be assured of getting the best nutritional value by including greens in their diets. Also, those people with iron-poor blood can help with this health problem by including greens in their menus. Consumers can improve their health and well-being by including greens in their diets

since greens contain iron. Iron is essential for healthy red blood cells and gives the body energy. It is most important to include foods that are rich in iron in the diet.

Q: Are there any notable health reasons to target specific demographics or age groups with your product?

A: Since many older people have iron-poor blood, they have to supplement their daily menus with iron. Therefore, it would be very beneficial for the elderly to include greens in their daily menus.

Q: Are there any myths or confusing nutrition information about your product that you'd like to clear up?

A: Yes. Greens can be enjoyed any time of the year. They make a perfect addition to spring and summer meals. Greens are most versatile and can be included as an ingredient in many delicious recipes such as hors d'oeuvres, soups, stews, casseroles, even breakfast dishes.

Q: Can you connect your product's nutritional properties to health issues consumers can understand? Can you come up with simple, catchy phrases that could be used to market health benefits of your product?

A: Since lack of energy and tiredness is common among people of all ages, greens make a very wise and very sound choice for all people to improve their overall performance. Some catchy phrases may include: Go For the Greens, Greens Give 'Go' Power, Go for the Gold with Greens, Greens Make the Grade and Goodness with Greens.

Q: How does your product deliver a powerful punch of nutrition?

A: Our products are very low in calories, fat and sodium. They are high in vitamin A and good sources of riboflavin, potassium and iron. Scientific studies show by enjoying foods low in calories and fat, cholesterol-free and high in nutritive value, consumers will experience much better overall health.

Q: Since the FDA has strict guidelines on what health claims a company can



make, what can be advertised or put on labels of your product packages?

A: Low in calories, fat and sodium; cholesterol-free.

Q: What challenges do you face in getting the health message about your product to consumers and what solutions do you have in mind?

A: The biggest challenge for including greens as a part of the diet is individual preferences. More promotion and marketing strategies will help remind consumers about the benefits of greens.

Q: What are the best strategies to relay nutrition/health information to consumers on the retail floor?

A: One-on-one visits, sampling of products and recipes that include products, and point-of-purchase colored materials including pertinent consumer information (nutritional value, recipes sampled and other suggested uses, additional products by vendor) are all part of an effective retail floor strategy.



Getting Better All The Time

You have to admit, Mom was right. Greens really ARE good for you. Now there's plenty of science to back her up, and even the American Heart Association has certified our collard greens.



We've listened to the consumers. That's why we redesigned our packaging, and that's why we know your customers will reach for more greens the next time they see our displays. Nature's Greens—a new twist on an old favorite. See for yourself why all the fuss made so much sense.



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Idaho-Eastern Oregon Onion Committee

P.O. Box 909, 118 N. Second Street, Parma, ID 83660

Tel: 208-631-6160

Website: www.bigonions.com

Contact: Sherise Jones

Email: onionjones@gmail.com

Interview with Sherise Jones,
Marketing Director, Idaho-Eastern
Oregon Onion Committee

The Idaho-E. Oregon Onion Committee is committed to producing and shipping healthful yellow, white and red Spanish Sweet variety onions. As a member of *Fruit & Veggies — More Matters* to promote good health through the consumption of produce and as a member of the National Onion Association, the Committee works to increase overall onion consumption which contributes to the good health of our nation's consumers.

Q: *As American consumers are inundated with information about the nutritional values of just about everything, how can you distinguish your product from the pack? Can you point to the nutritional properties in your product that make it an essential part of a healthful diet?*

A: Onions contain concentrated levels of quercetin, an antioxidant that recent studies show may inhibit the growth of some cancer cells. Quercetin is a naturally occurring chemical that neutralizes free radicals in the body and protects cell membranes from damage. Recent scientific research articles appearing in the journal *Nature* and in the *Journal of Agriculture and Food Chemistry* suggest eating onions may help prevent the loss of bone density that leads to osteoporosis. Onions contain naturally occurring compounds reported to reduce blood cholesterol. Heart patients are often advised to eat raw onions to increase blood circulation and to reduce blood pressure and clotting. The onion contains about twice as much vitamin C as a medium-sized apple. Because water is not normally poured off cooked onion dishes, they retain most of their nutrients after cooking. In addition to vitamin C and quercetin, onions contain beneficial fiber, potassium, folic acid, phosphorous, vitamin B6, and prostaglandin.

Dr. Irwin Goldman of the University of Wisconsin-Madison says, "Onions may be among the vegetables that will be prized

not only for their addition to our cuisine, but for their value-added health characteristics."

Q: *What are the latest news flashes/surprises regarding health/nutrition benefits of eating your product? Tell us something that consumers may not realize about how your product can improve their health and well-being?*

A: One onion contains about twice as much vitamin C as a medium-sized apple and as much as an average-sized orange.

Q: *Are there any notable health reasons to target specific demographics or age groups (i.e., kids, the elderly, etc.), with your product? If so, can you delineate the reasons why?*

A: As referenced above, Boomers should find this information useful in choosing to include more onions in their diet.

Q: *Can you connect your product's nutritional properties to health issues consumers can understand?*

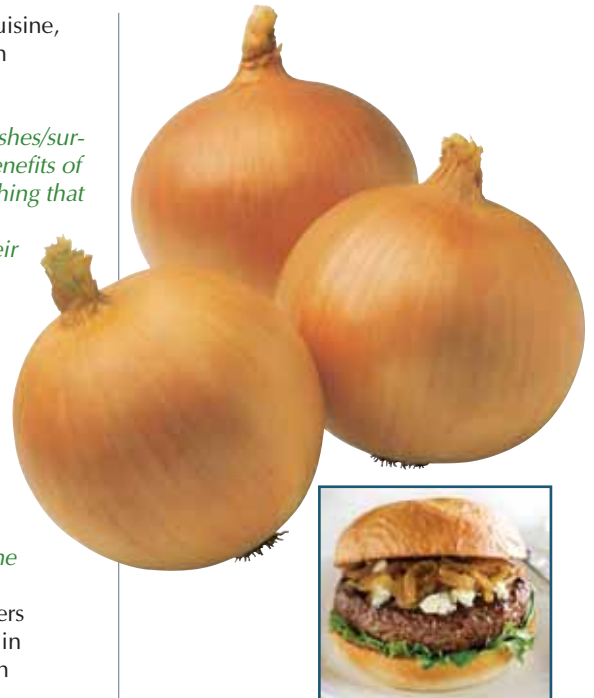
A: Idaho-Eastern Oregon onions add wonderful flavor to any recipe, with minimal sodium and zero fat and cholesterol.

Q: *Since the FDA has strict guidelines on what health claims a company can make, what can be advertised or put on labels of your product packages?*

A: To adhere to the FDA guidelines, use the nutritional chart.

Q: *What challenges do you face in getting the health message about your product to consumers? What solutions do you have in mind?*

A: Over the years, onion consumption has risen. Consumers have become aware of the onion health benefits and because



onions add flavor to most dishes, we don't see a slow in the use of onions nationwide. The key isn't to get the health message out but rather to consistently work on new and innovative recipes consumers can increase their onion consumption.

Q: *What are the best strategies to relay nutritional/health information to consumers on the retail floor? Can you provide creative merchandising/marketing/promotional ideas that directly link your product to health and encourage action-oriented steps?*

A: Because onions already have a strong health-benefit following by consumers, we have instituted an Onion Lovers Month retail display contest taking place in January to target those customers who each year make resolutions to eat more healthfully and lose weight.

**January 2008
is Idaho-E. Oregon
Spanish Sweet
Onion Lover's Month**

**Make Your New Year
Healthy!**

**Onion Lover's
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Turbana Corporation

550 Biltmore Way, Suite 730,
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Tel: 1-800-TURBANA

Turbana Corporation is the North American Marketing arm of C.I. Uniban S.A., the world's largest banana producing cooperative. In 2005, Fyffes obtained a 50 percent ownership position in Turbana, leading to Turbana's current status as North American Marketer of Fyffes Gold label super sweet pineapples. Headquartered in Dublin, Ireland, Fyffes is the largest produce importer into the European Union, with annual sales of over \$2.6 billion.

Q: *As America fights the obesity epidemic and other health problems, consumers are inundated about the nutritional values. How can you distinguish your product from the pack?*

A: Fyffes Gold Pineapples are healthful and taste great! They're extremely high in vitamin C and low in calories and contain virtually zero sodium or fat. Regarding obesity, and in particular childhood obesity, Turbana is very proud Disney Garden has named Fyffes Gold as its pineapple of choice in the new Disney-Imagination Farms campaign aimed at increasing the consumption of fresh fruits and vegetables among children.

On a lighter note, we also think Fyffes Gold Pineapples contribute to positive mental health. Pineapples have always had an exotic image conjuring up thoughts of tropical locales and warm, sandy beaches — the kind of images to put a smile on one's face, especially in winter.

Q: *Tell us something consumers may not realize about how your product can improve their health and well-being?*

A: People may not realize fresh pineapple's status as an anti-inflammatory agent and its ability to boost oral health. Pineapple contains bromelain, a protein-digesting enzyme that helps suppress and counteract inflammation. Pineapple is also extremely high in vitamin C, a high intake of which greatly reduces the risk of gum disease.

Q: *Are there any notable health reasons to target specific demographics or age groups with your product?*

A: Childhood obesity is a major concern in our society, and Turbana is very happy to be partnered with Disney Garden and Imagination Farms for the purpose of

implementing a program that will help our children to develop healthful eating habits that will continue through their teen years and into adulthood.

Q: *Are there any myths or confusing nutrition information about your product that you'd like to clear up?*

A: One misconception about fresh pineapple is that it can be difficult to prepare. Our Fyffes Gold Pineapple has preparation instructions on the back of the tag, demonstrating how easy it is to cut a pineapple! We also offer a hand-held Easy-Slicer corer. Additionally, many retailers core our Fyffes Gold Pineapple and offer both whole and pre-cut fruit in their produce departments.

Another misconception is that pineapples are seasonal; Fyffes Gold Pineapple tastes the same and contains the same dietary attributes 52 weeks a year. The shell color of the fruit may vary slightly from time to time, but the consumer taste experience and the nutritional benefits inherent to the fruit will not.

Q: *Can you connect your product's nutritional properties to health issues consumers can understand? Can you come up with simple, catchy phrases that could market the health benefits of your product?*

A: The *More Matters* campaign and the Produce For Better Health Foundation (PBH) are great sources for consumers to learn about the benefits of fresh pineapple relative to various health issues.

Our *Fyffe Times Better* slogan addresses five common health issues, since our pineapple is an anti-cancer agent, enhancer of the body's immune systems, natural anti-inflammatory agent, proven aid to achieving good oral health and inhibitor of strokes and heart attacks.

Q: *How does your product deliver a powerful punch of nutrition?*

A: A daily slice or two of our pineapple provides half the recommended daily intake of vitamin C, the benefits of which include strengthening the immune system, reducing risk of heart attack and stroke and heightening oral health. The high manganese and vitamin A content help prevent free radical damage to the bodies' cells.

Interview with Alan Dolezal, Vice President of Sales, Turbana Corporation



Free radicals are known to have a cancer-causing role.

Q: *Since the FDA has strict guidelines on what health claims a company can make, what can be advertised or put on your product's labels?*

A: Our pineapples are not packaged and the tag is the only place for some narrative, so they don't make ideal billboards. We work with our retail partners to formulate and execute health-oriented advertising and promotions through store circulars, seasonal promotions emphasizing health and fitness and in-store promos using customized POS materials that support health- and nutrition-oriented themes.

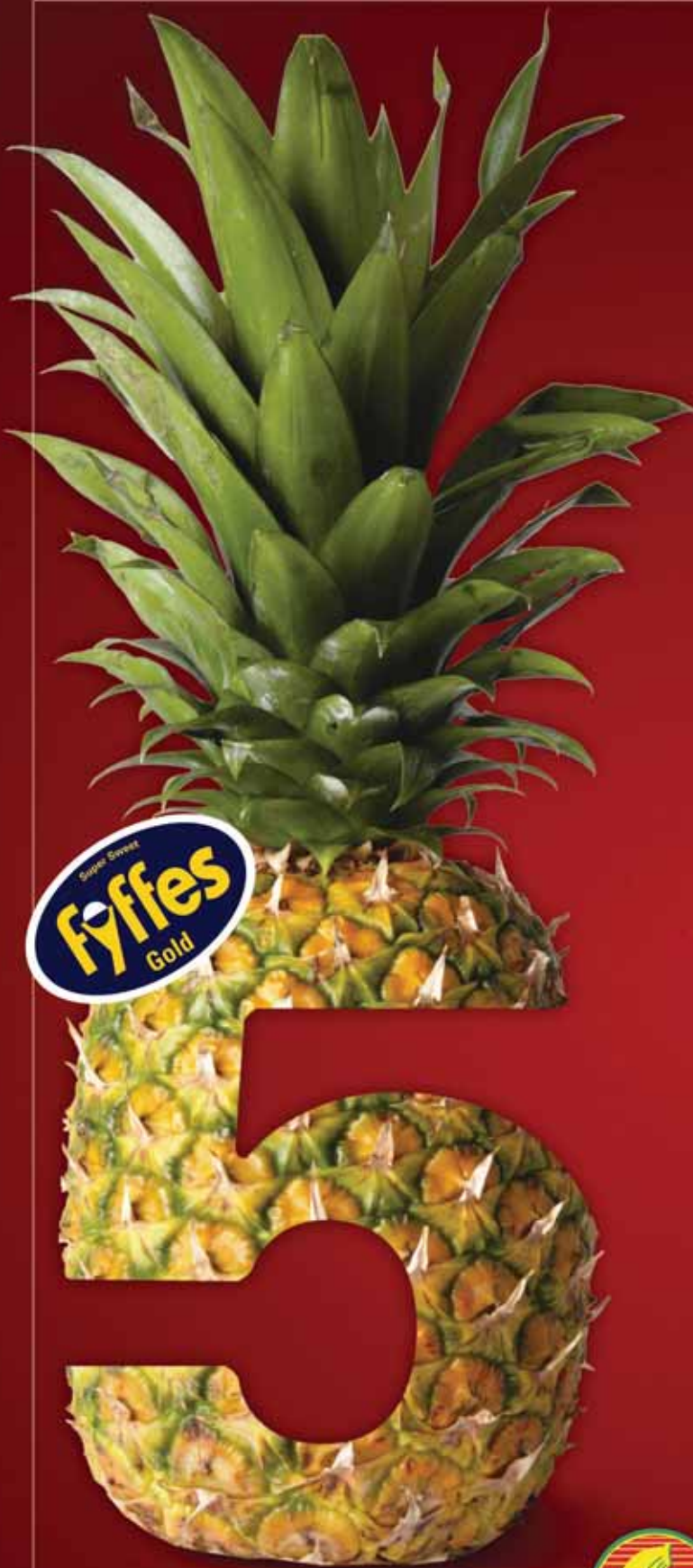
Q: *What challenges do you face in getting the health message about your product to consumers and what solutions do you have in mind?*

A: In the age of instant information, it's easy for consumers to feel awash in a sea of conflicting claims and health messages. The key is to provide information from credible, certified sources (PBH, AMA) and present this information clearly and concisely.

Q: *What are the best strategies to relay nutritional/health information to consumers on the retail floor?*

A: Pineapples can be highlighted as both a healthful cooking ingredient and a nutritious snack. The display and the message should achieve maximum visual impact.

A unique vehicle for our message is the Disney Garden/Imagination Farms program. We can help affect a real paradigm shift in the way children, and the American family in general, perceive and consume fresh fruits, obviously including pineapple.



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UNITED STATES
Potato
BOARD

U.S. Potato Board

7555 East Hampden Ave., Suite 412
Denver, CO 80231
Tel: 303-873-2312 Fax: 303-369-7719
Contact: Mac Johnson
Email: macjohnson@uspotatoes.com

Interview with R. Mac Johnson,
Vice President, Domestic Marketing,
U.S. Potato Board

The U.S. Potato Board, representing approximately 4,000 potato growers and handlers nationwide, was established in 1971 to promote the benefits of eating potatoes. The USPB was one of the first commodity groups to develop and use an FDA-approved nutrition label.

Q: How can you distinguish your product from the pack given the vast amount of nutritional information Americans are bombarded with? Can you point to the nutritional properties in your product that make it an essential part of a healthful diet?

A: Not only do Americans feel inundated by nutrition claims, but they also feel lectured to regarding what they eat and whether they exercise. So while research tells us the potato's specific nutritional values, e.g., 45 percent of the daily value (dv) of vitamin C and 18 percent dv of potassium, are our most compelling points, we try to deliver these messages with a light touch — a spoonful of sugar, don't you know.

For the past three years a Healthy MR. POTATO HEAD balloon in the Macy's Thanksgiving Day Parade has been our publicity hook — opening the door to unprecedented media coverage on the positive nutritional values of potatoes.

Q: Are there any myths or confusing nutrition information about your product that you'd like to clear up?

A: The biggest myth about potatoes is they cause you to gain weight. Not true! A 5½-ounce potato has 110 calories and is fat free.

The scientific evidence supporting calorie balance is so strong the Food and Drug Administration published a report — appropriately named *Calories Count* — documenting the importance of total calories when it comes to weight control.

Another potato myth regards the glycemic index (GI). This complex subject has been seriously simplified in popular diets. For example, the GI of a food is not simply stated, as it will vary widely depending on preparation method, inclusion of other foods, variety or origin of the food and other factors.

A study recently published in the *American Journal of Clinical Nutrition* provides further evidence the GI of a diet is not important when it comes to weight loss. Researchers from Harvard and the State University of Rio De Janeiro in Brazil tested diets with similar calorie and macronutrient levels but with differing GIs. At the end of 18 months, there were no significant differences in weight loss between the two groups.
(www.ajcn.org/cgi/content/abstract/86/3/707)

Additionally, in a recent review published in the *Journal of the American Dietetic Association*, Glenn Gaesser, professor of exercise physiology at the University of Virginia, found diets high in carbohydrates are almost universally associated with slimmer bodies. You can view a White Paper on this and related subjects at www.healthypotato.com/nutrition.asp.

Q: Can you connect your product's nutritional properties to health issues consumers can understand? Can you come up with simple, catchy phrases that could be used to market health benefits of your product?

A: We sure can. In fact, the good health news for potatoes keeps adding up. Highlights from recent studies include:

Researchers at the University of Melbourne and the Cancer Council Victoria, who worked independently from any food industry sponsors, investigated the association between a variety of dietary patterns and development of Type 2 diabetes. The results indicated that a dietary pattern characterized by meats and fatty foods was associated with increased diabetes risk, while a dietary pattern characterized by a variety of salads and cooked vegetables, including potatoes cooked in ways other than frying, was associated with a decreased risk.
(www.aje.oxfordjournals.org/cgi/content/abstract/165/6/603)

In 2004 the National Academy of Sciences increased the recommended intake for potassium. This is largely based on evidence of potassium's role in controlling



hypertension and preventing stroke. One serving of skin-on potatoes (5.3 ounces) contains 620 mg. of potassium. Potatoes rank highest among the top 20 most frequently consumed raw fruits and vegetables. And as noted, a 5.3-ounce potato contains almost half the daily value of vitamin C, which is an antioxidant that keeps the immune system healthy.

Q: Since the FDA has strict guidelines on what health claims a company can make, what can be advertised or put on labels of your product packages?

A: The nutrition label and its specific information have been proven to be our most effective consumer message, e.g.,

- 45 percent dv of vitamin C
- 18 percent dv of potassium (with skin on)
- 110 calories, no fat, no cholesterol
- 2 grams fiber (with skin on)

US Potato Industry Unveils New Nutrition Message

POTATOES 
GOODNESS™
UNEARTHED

45% Daily Supply
of Vitamin C

Naturally
Fat Free

Full of Vitamins
and Minerals

The US potato industry has adopted an industry-wide campaign signature linking potato goodness with today's consumers. "Potatoes...Goodness Unearthed™" is the culmination of several months of in-depth consumer research, industry input and ideation, all designed to help consumers connect with the core nutrition message "potatoes are good for you"—a message creating a new attitude and giving consumers a new way of looking at potatoes to which they have always related—potatoes are a healthy, nutritious, good tasting, nurturing food.

A far-reaching consumer campaign launches January 15, 2008, along with campaign materials for fresh grower/shippers to take to their retail marketing partners for a coordinated, industry-wide campaign. "Potatoes...Goodness Unearthed" will also be incorporated into the current United States Potato Board's Best In Class (BIC) and BIC Fast Track programs to retail partners and consumer communications programs.

"Potatoes...Goodness Unearthed" will deliver the potato nutrition message and consumer recognition that will increase consumption of US fresh potatoes and potato products.

Call (303) 369-7783 or visit www.uspotatoes.com





Thank You!

Produce for Better Health Foundation thanks those who support our efforts to increase fruit and vegetable consumption. The foundation expresses a special thanks to those who contributed \$10,000 or more this year and those who have made commitments to A Campaign for Children's Health.

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Western Growers

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Special thanks to
Produce Business for their
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