

THE PRODUCE NEWS

Vol. 112, No. 40

COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1897

Week of October 5, 2009

Cameron leaves Trinity, forms marketing partnership with Warmerdam Packing

By RAND GREEN

John Warmerdam, chief operating officer of Warmerdam Packing LLC in Hanford, CA, and Maurice (Mo) Cameron, sales manager of Trinity Fruit Sales Co. in Fresno, CA, jointly announced Tuesday, Sept. 29 in exclusive interviews with *The Produce News* that Mr. Cameron would be leaving Trinity Fruit "probably effective October 1" and forming a partnership with Warmerdam to market the company's cherries, stone fruit and other fruit beginning with the 2010 season.



Mo Cameron



John Warmerdam

The new marketing company, which will be headquartered at the Warmerdam facility in Hanford, will be called Flavor Tree, a name that "ties back to [Warmerdam's] old-time brand, 'Sun Tree,' a brand "which certainly we are going to keep," Mr. Cameron said.

The name for the new company also reflects the focus on flavor, which Mr. Cameron said is primarily what drives demand for stone fruit and cherries. People buy what they want to eat, and being successful involves being able "to produce that in a profitable manner," he said. "We like devel-

Continued on page 28

Produce defies inflation trend

By CHRISTINA DIMARTINO

According to the U.S. Bureau of Labor's statistics inflation calculator, what cost \$1 in 1980 would cost \$2.61 in 2009.

The People History (www.thepeoplehistory.com), a web site project with the goal of making modern history interesting, reveals some retail food prices from past decades. Apples sold in a Wyoming store for 39 cents per pound in 1986, the equivalent of \$1.02 today; tomatoes were 39 cents per pound in New York in 1980, the equivalent of \$1.02 today; bananas sold for 19 cents a pound in Maryland in 1960, the equivalent of

\$1.39 today.

On-line supermarket circular ads that ran early last month reveal current prices in the same or similar categories. Royal Gala apples were on ad for 99 cents per pound; adjusted for inflation, that was \$1.95 per pound in 1986. Tomatoes were advertised for 99 cents per pound, the equivalent of \$2.59 in 1980. Carrots, beets, yellow onions or red onions were on sale at four five-pound bags for \$5 — 20 pounds of produce for the equivalent of \$3.27 per pound in 1980. Bananas were found on special at two pounds for \$1, or \$3.65 per pound in 1960.

Continued on page 24

Pallet industry argues over regulations

By TIM LINDEN

Over the past month, at four different locations across the country, pallet industry representatives, as well as others, have been discussing proposals related to the regulation of wood packaging materials, including pallets that move in interstate commerce in the United States.

For several years, there has been an international standard requiring wood pallets and some other wood packaging materials to be heat-treated or fumigated before use in an effort to control the transfer of wood-boring pests from one country to another. Noting that there is an international standard, Bruce Scholnick, president of the National Wood-

Pallet & Container Association, said that the U.S. industry proactively began to look at similar regulations for interstate shipments, and that these hearings are a result of that effort.

"I want to make it clear the initiative to regulate solid wood packaging in the United States came from us," he said.

Mr. Scholnick said that nine years ago, the European Union established regulations that called for each wooden pallet to be heat-treated or fumigated before it was put in commerce and permitted into E.U. member countries and companies. The United States has followed suit, and pallets coming into or going out of the country are regulated.

The regulations were designed to

Continued on page 22

FFVA Merchandiser of the Year



At its 66th annual convention held Sept. 27-29 at the Breakers in Palm Beach, FL, the Florida Fruit & Vegetable Association named Sweetbay Supermarkets its Merchandiser of the Year. Steve Williams, director of produce and floral for the Tampa, FL-based chain, accepted the award. Additional coverage from the convention appears on page 178.

(Photo by Chip Carter)

CDC report paints bleak picture of fruit and vegetable consumption

By TIM LINDEN

Only about 14 percent of U.S. adults and less than 10 percent of teenagers are consuming at least two servings of fruit and three servings of vegetables on a daily basis, according to a new report just released by the Centers for Disease Control & Prevention.

Heidi Blanck, a CDC senior scientist and lead author of the *State Indicator Report on Fruits & Vegetables 2009*, said that this report reflected "dismal data."

The report summarizes data for fruit and vegetable consumption using a survey of 100,000 teenagers in 2007 as well as extensive phone interviews with adults. Dr. Blanck said that the report shows that the country will fall far short of the U.S.

Continued on page 4

INDEX

184 Banana Marketing	26 Stocktrack
6 Fresh Directions	36 Industry Viewpoint
8 People	138 Generation Next
10 In the Trenches	180 Heritage

INSIDE

Dole relaunching bagged salads

Dole Fresh Vegetables is putting its years of in-store and in-home consumer research to work in relaunching its bagged salad line that will now include on-pack information designed to measure the specific taste and texture characteristics of each blend.

Page 34



From humble beginnings

Andy Caneza began packing garlic in his mother's basement in New Orleans in 1949. Today, Spice World Inc., based in Orlando, FL, is a global enterprise and is celebrating its 60th anniversary in business.



Page 44

HERITAGE

THE FAMILY BUSINESS

Partnership survives the test of time

A partnership formed 60 years ago between the Tanimura and Antle families is still going strong thanks to perseverance through some tough times and a corporate structure that ensures that every vote is a unanimous one.

Page 180



George Tanimura and Bob Antle, who forged the partnership that led to the formation of Tanimura & Antle.

ADVENTURES OF THE IDAHO POTATO RETAILER

INSIDE THIS ISSUE!

*****SC# 5-DIGIT 92692
 JUL02 03 315 P5
 LUZIOUS CAVIEZEL
 DULCINEA FARMS, LLC
 111 CORPORATE DR STE 206
 LADEER RANCH CA 92594-1157