



**United Fresh Produce Association  
Fresh-Cut Processor Board Meeting**  
1:00 p.m. – 5:00 p.m.  
Tuesday, January 19, 2010  
Salon 11, JW Marriott Desert Springs Resort & Spa  
Palm Desert, CA

**Meeting Summary**

Participants:

<i>Ron Midyett, Chairman</i>	<i>Apio, Inc.</i>
<i>Jan Berk, Vice-Chairman</i>	<i>San Miguel Produce, Inc.</i>
<i>Steven Karr</i>	<i>Pride Pak Canada, Ltd.</i>
<i>Tony Freytag</i>	<i>Crunch Pak Sliced Apples</i>
<i>Philip Gruszka</i>	<i>Grimmway Enterprises</i>
<i>Ali Leon</i>	<i>Ready Pac Foods, Inc.</i>
<i>Marylou Owen</i>	<i>G.O. Fresh</i>
<i>David Masser</i>	<i>Keystone Potato Products</i>
<i>Dave Russell</i>	<i>Del Monte Fresh Produce, N.A., Inc.</i>
<i>David Stanton</i>	<i>NatureWorks, LLC</i>
<i>Greg Wohlleb</i>	<i>Bunzl Distribution, Inc.</i>
<i>Jeff Oberman</i>	<i>United Fresh Staff Coordinator</i>

United Fresh Member Guests:

<i>Tom Lovelace</i>	<i>McEntire Produce</i>
<i>Shibu Abraham</i>	<i>FMC Peroxygens</i>

**I. Welcome / Call to Order**

- A. Roll Call/Welcome
- B. Review of September 9, 2009 Board Meeting Summary

*Chairman Ron Midyett called the Meeting to order at 1:10 p.m. He welcomed everyone to Palm Desert and commended their dedication to make it to this meeting despite the storm and travel-related challenges. He also shared that Board Member Wilco Fauth had flown to California from the Netherlands, only to get turned away due to weather conditions in Palm Springs and could not attend the meeting in time – this effort, highlighting the dedication of board members. Ron then provided his personal comments about the importance of this board and the role they will play in helping to advance the needs of fresh-cut processor members of United Fresh. He also welcomed Tom Lovelace, McEntire Produce along with Shibu Abraham, FMC Peroxygens who are sitting in on the meeting, however as attendees and not official board members they will not be able to*

vote in an official role during the meeting. However at times we will ask them to provide input on discussion items.

Ron then discussed the last meetings in Washington, DC (September 2010) subsequent activity of the board through a series of conference calls and working groups tackling current board issues in progress – in particular, continued efforts of the "Image of Fresh-Cut Produce" Working Group and a newly formed Fresh-Cut Education Working Group that is focused on providing topics, program and speaker recommendations for the upcoming United Fresh 2010 show in Las Vegas and the Fresh Convenience Europe Congress in June, 2010.

Vice Chairman, Jan Berk shared her welcome to the board members in attendance and her thoughts on efforts progress being made by the working groups, and joined Ron in thanking everyone for their participation.

Ron Midyett then introduced Jeff Oberman as the staff liaison for the board. Jeff provided an overview of the schedule of events for the Winter Leadership Meetings and joint educational sessions and networking events. Ron then asked for the formal approval of the September 9<sup>th</sup>, 2009 Minutes. Phil Gruszka and Dave Russell motioned for approval.

## **II. Current Issues for Board Input**

### **A. The Image of Value-Added Produce**

Ron passed the meeting to Ali Leon who shared an update of the work and direction of the working group since the last board meeting in September. Ali shared how the group has decided to focus on counter messaging 'taglines' to help offset the negative image of fresh-cut/value-added produce in the mind of the consumer. Ali introduced all group members, which include Vice Chairman, Jan Berk, San Miguel Produce, Phil Gruszka, Grimmway Enterprises, Tony Freytag, Crunch Pak Sliced Apples and Greg Wohlleb, Bunzl Distribution, Inc. Ron shared the working group had explored the concept of further research into which of the qualities identified by consumers (i.e Food Safety, Environment, Health, Quality, Convenience, etc., resonated most in the mind of the consumer). Following subsequent quotes for the price of further research estimated at \$150,000 USD; the working group decided to focus efforts on the development of 'taglines' to counter all of the negative perceptions.

- Ali then asked Jeff to provide a slide with the draft 'taglines' from the working group. Jeff explained the working group had developed a great number of 'taglines' and made the decision to subdivide them into each subject area. When presenting the document for board review and input, Jeff shared the 'taglines' were voted as most impactful by the working group prior to this meeting. Before receiving group input on the 'taglines' Jan shared how these are only an aspect of the ultimate goal of creating a 'tool box' perhaps located within the United Fresh website that members can use to streamline messaging/campaign efforts for maximum impact in the mind of the consumer

- The document containing the revised taglines with every board member (*initials*) preferred 'taglines' in addition to newly developed 'taglines' onsite during the meeting

## UPDATED TAGLINES



### United Fresh Produce Association "Image of Fresh-Cut" Working Group

#### Counter-Messaging Consumer Taglines Update from 1-19-10 Board Meeting with votes (Initials of board members/guests)

#### I. Theme: "Grown on the Farm"

- "Farm Fresh, Table Ready" TF, MO, AL, GW, DM, DS, SK, TL
- "Fresh from the Farm" PG, RM, JB,
  - "Fresh from Our Fields"
  - "Farm Fresh and ready to use!"
  - "Farm Fresh and ready to (insert use: eat, use, go, cook)!"
  - "Farm Fresh for Your Health"
  - "Farm Fresh Picks"
  - "Farm Fresh Quality and Taste"
  - "Farm Freshness Made Easy"

#### II. Theme: "Healthy & Safe" TF, GW,

- "Farm Fresh, Wholesome Produce on the Go!"
- "Wholesome Freshness, Right from the Farm!" PG, RM, SK:  
"Wholesome Freshness," JB,
- DM: "Wholesome, Healthy, Fresh," DS, SK, AB, SA, TL

#### III. Theme "No Waste – 100% Usable"

- "Farm Fresh, 100% Usable Goodness!"
- DR: "100% Usable Farm Fresh Goodness," GW, JB, AL, TL
- "Recipe Ready" TF, PG, DS, SK
- "No Waste! No Mess! All Fresh!" MO, RM, DM: "No Waste, No Mess,  
Farm Fresh,"

*Following the development of a revised 'taglines' document. Ali then continued with next steps for the working group that include determination of the appropriate delivery method.*

- Board members provided feedback and recommended the action item to approach the United Fresh Retail-Foodservice Board to gain feedback on these taglines and their value at point-of-sale (i.e. "5-a-Day" program approach) – deliver survey in web survey format with top-rated 'taglines' released at United Fresh 2010 in Las Vegas*
- Next steps of working group will be to continue effort to narrow themes; check on whether trademark issues may exist*
- Create separate messaging for retail and foodservice end user/operators*
- Marylou shared key foodservice messaging examples: Taste; Budget; Workman's Comp Issues; Liability*
- The board was in full agreement that consumer perceptions do matter and we must address these issues at both retail as well as in foodservice operators' desire to "Keep us Out of the News"*
- Delivery vehicles can include: member company websites; 'on package' (similar to 5-a-Day); 'toolbox' created on United Fresh Produce Association's Fresh-Cut Processor Board web pages*

#### **B. Issues Scan 2010 Research**

*Ron shared that United Fresh is now finalizing its plans for the 2010 Issues Scan Consumer Research Study. This provides the opportunity for new topics or the review of past survey questions can be revised. The 'Image of Fresh-Cut' working group discussed the concept of updating questions within the Fresh-Cut/Value-Added section. Their recommendation is that we maintain the same line of questions to be able to accurately determine change in consumer perception comparing 2008 through 2010 results. Ron then shared that United Fresh would like to gain additional topics or feedback on current topics prior to the development of the 2010 edition.*

- Phil Gruszka recommended that we try to add one question listing our 'taglines' and simply ask consumers to answer if these statements are "Believable" vs. "Non-Believable" – or – "Strongly Agree" – "Agree" – "Strongly Disagree"*
- David Stanton shared that United Fresh should consider looking into new terminology in regard to environmental and sustainability subject areas since they have changed in some cases since 2008*

### **III. Fresh-Cut Educational Program for Las Vegas & Europe**

*Ron shared how a working group has been created to help develop educational programs for the upcoming 2010 Convention in Las Vegas as well as looking ahead to the Fresh Convenience Europe to be held in June 2010. Ron shared thanks to working group participants: Wilco Fauth, MaryLou Owen, David Masser, Dave Russell, Gus Arrigo, Joe Huston and David Stanton. During today's meeting, we reviewed topics in the following order and began to provide more details on potential speakers. During the Volunteer Leadership Meetings in Palm Springs we were able to receive confirmations and concepts which are represented in the following overview:*

- A. Convention Super Sessions
  - Review of Topics
  - Discussion and Recommendations for Speakers
- B. Learning Centers on the Expo Floor
  - Review of Topics
  - Discussion and Recommendations for Speakers
- C. European Fresh-Cut Events
  - Review of FreshConex Forum speakers/topics at Fruit Logistica
  - Planning for topics/speakers at 2010 FreshConvenience Congress

## **Super Sessions at 2010 Convention**

### **Topic Ideas**

#### **Topic #1**

- 2010 Issues Scan Results and Consumer Perspective
  - Presentation of Results and Presentation by "Image of Fresh-Cut Working Group"
  - European Perspective
    - Speaker Invitations:*
      - Dutch Research Firm TOP: Provide review of Unilever and Nestle 'Fresh Product' marketing campaigns and their impact on consumer knowledge on UK/Europe Fresh-Cut Market

#### **Topic #2**

- New business channel opportunities in Fresh Cut
  - Vending Machines and New Consumer Trend Opportunities
    - Speaker Invitations:*
      - Dennis Christou has confirmed as a speaker for this topic

## **Learning Centers at 2010 Convention**

### **Proposed Topic Ideas Divided into Categories:**

#### **Category #1: Technology:**

- Produce Traceability Initiative and Labeling Specific to Fresh-Cut Operations what is the future for the operations: Item level and future labeling, probability for legislation
  - Speaker Invitations:*
    - Gary Fleming - nominated by board members
    - Dan Vaché – proposed as speaker if time allows from Traceability Demo Center

#### **Category #2: Food Safety:**

- Test and Hold programs and the implication for your Operation

*Speaker Invitations:*

- Scott Black, Condis Foods
  - Dave Gombas
  - Drew McDonald
- Rapid pathogen testing – A comparison of methodologies  
*Speaker Invitations:*
    - Trevor Suslow, UCD has been recommended
    - Shibu Abraham, FMC Peroxygens, recommended Daniel Funk with University of Kansas (Manhattan).

**Category #3: New Product Trends:**

- Update from “Image of Fresh-Cut” working group  
*Speaker Invitations:*
  - Ali Leon and Jan Berk confirmed as speakers
- New product launches - Success principles for products and in store execution  
*Speaker Invitations:*
  - Joe Huston, Chiquita – unable to attend Vegas due to baby delivery date but will nominate another staff member
  - Retailer or Marketing Research or Promotion Firm (Perishables Group/DMA Solutions)

**Category #4: Processing Operations:**

- Waste Water/Waste Handling – Making Sustainability Requirements into Opportunities  
*Speaker Invitations:*
  - Nelia Alamo – confirmed that one of their operations staff will speak (David Gill)
  - Dave Masser has waste hydrator and is willing to speak
  - Partners in local government – any govt./regulatory official in these regions
  - Facility Design Firm
- Packaging Update – Where we are today and where we can go tomorrow: PLA vs. Foam; Recycling vs. Reality and Update from Users  
*Speaker Invitations:*
  - David Stanton and Greg Wohlleb to discuss opportunities
  - Fresh-Cut Processor Operations/Packaging Buyer
- Energy Savings in Fresh-Cut Operations  
*Speaker Invitations:*
  - PG&E
  - Southern California Edison
  - Sustainability Conference Attendees
  - Dave Masser has potential speaker from PA Energy
  - Get Fresh Sales may have speaker ideas as they have a ‘Green’ facility

## **Programming Goals**

- Before December 25: Program ideas/topics finalized
- February 1: Start to Finalize Speakers

## **IV. New Product Trends & the Impact on Fresh-Cut**

*Guest speaker Steve Lutz, Perishables Group, made a presentation on new product trends and what is the "new reality" in a post-recession environment – and what does this mean for Fresh-Cut Processors. Steve's data was based on information provided within the "United Fresh Facts on Retail" quarterly update. Some thoughts shared during this presentation included:*

- *Overall decline in volume within 22 or 25 top fruit and vegetable SKU categories in 2009 due to recession*
- *Retailers managed shrink = ultimately less retail sales in response to the recession*
- *'Local Movement' is still the new 'hot' item*
- *Organic sales are seen to be more relevant with younger and urban demographics*

## **V. United Fresh Online Communities**

*Jeff Oberman shared that Tom Stenzel will make presentation on the United FreshLink communication forum, [www.unitedfreshlink.com](http://www.unitedfreshlink.com) - as well as the new business-to-business platform, [www.allthingsproduce.com](http://www.allthingsproduce.com) - during general sessions tomorrow but an overview is available in the board book. Jeff did share a brief overview on the Fresh-Cut Processor Board's websites, which can share updates on the board's work as well as potential dissemination of the "Image of Fresh-Cut Produce" working group's toolbox and taglines.*

- A. Fresh-Cut Processor Board Site (Private – board only)
- B. Fresh-Cut Processor Board Site (Public – open to all members/visitors)

*Jeff encouraged the board to share what type of information they would like to have provided on the website.*

## **VI. Upcoming Fresh-Cut Board Activities and Other Business**

*Ron reminded the board know about upcoming events including the 2010 United Fresh Convention in Las Vegas on April 20-23 where all board members can register and get a 10% discount at [www.unitedfresh2010.com](http://www.unitedfresh2010.com) by registering with the Fresh-Cut Processor Board code of: FCGuest*

*Ron asked Jeff to provide a brief update on Fresh Convenience London that is being launched formally by United Fresh and their partner in the UK, Market Intelligence. Jeff shared the Fresh-Cut board will be very involved in program development (similar to the Las Vegas educational programming) and may have a meeting in conjunction with the event including all global members who may not have been able to attend this meeting in Palm Desert.*

*Jan then provided an update on the terms of service for the members of the Fresh-Cut Board. United Fresh has asked for most of the board to continue service during the coming year while we have seen a few volunteer to end their 2-year term in order to allow for other members who may be interested to serve can now volunteer. Jan serves on the nominating committee for United Fresh market segment and consolidated board service and their results will be shared in the near future, prior to the Las Vegas 2010 Convention.*

### **Conclusion**

*Ron and Jan thanked all board members for their input and service. Ron shared that he will make a brief update to the United Fresh Consolidated Board on the today's discussion and with no further business the meeting was adjourned at 4:35pm*