

Fresh-Cut Processor Learning Center

Telling the Positive Story of Fresh-Cut Produce

Speakers:

**Ali Leon, Vice President - Foodservice Sales
Ready Pac Foods, Inc.**

**Jan Berk, Vice President
San Miguel Produce, Inc.**



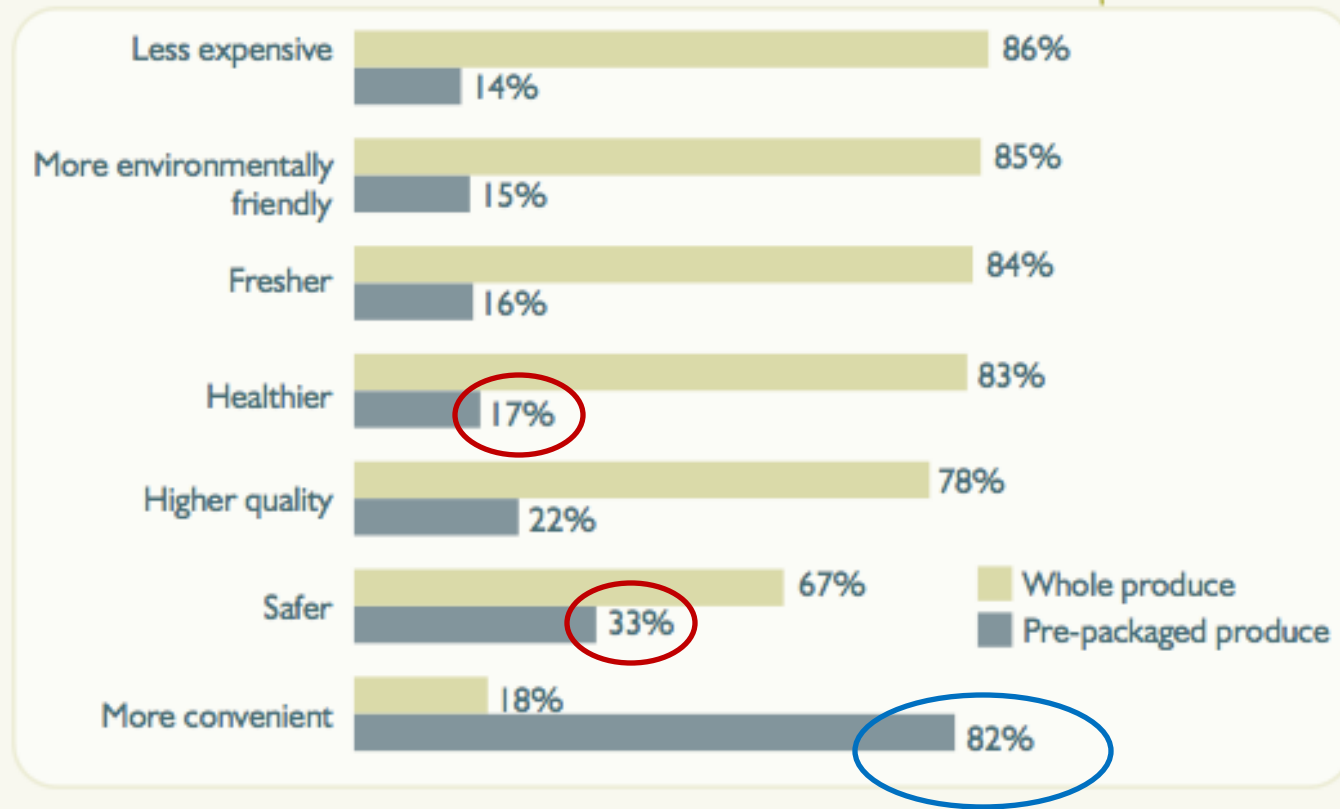
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EVERYTHING**

Consumer Perceptions of Fresh-Cut Produce

- United Fresh *Issues Scan* Results from 2008-2010 results indicate consumers have concerns regarding fresh cut produce vs. commodity, canned and frozen products
- Our industry has opportunities to help improve consumer perceptions of Fresh-Cut Produce

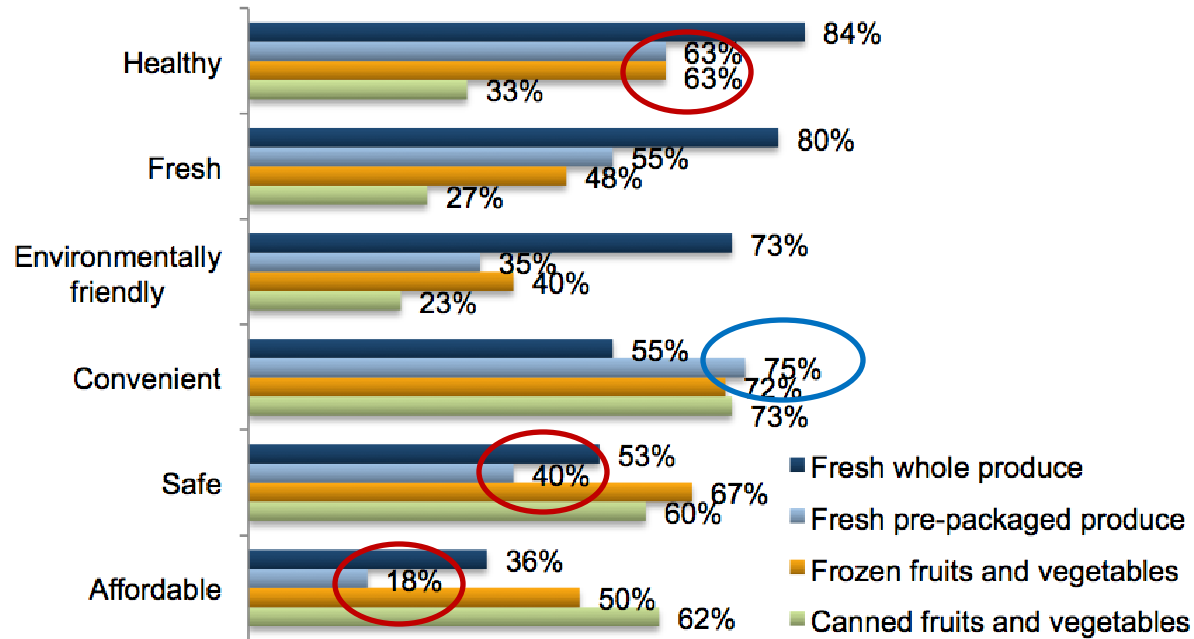
2008 Issues Scan Results

Comparison of Whole Fresh Produce to Pre-packaged Produce



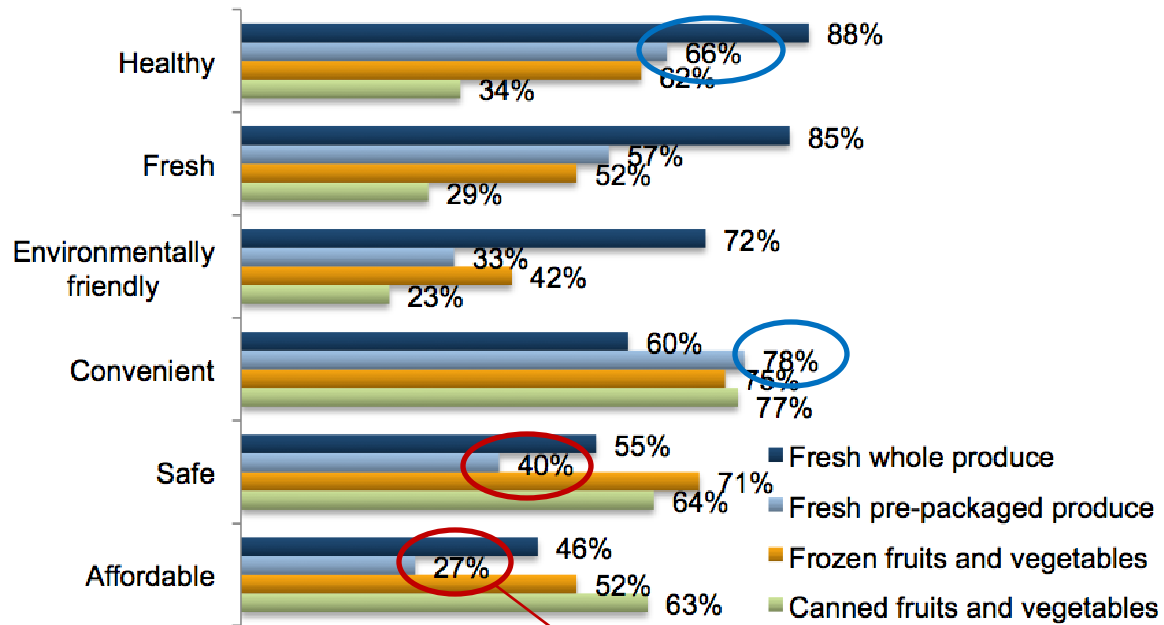
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2009 Issues Scan Results



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2010 Issues Scan Preliminary Results



+ 9 % vs. prior year



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“Image of Fresh-Cut Working Group”

Fresh-Cut Processor Board Establishes Working Group

- Ali Leon, Ready Pac Produce, Inc., Head of Working Group
- Jan Berk, San Miguel Produce, Inc.
- Tony Freytag, Crunch Pak Sliced Apples
- Phil Gruszka, Grimmway Enterprises
- Greg Wohlleb, Bunzl, Inc.

Working Group:



Activities & Results to Date

- *Confirmed results of data with Harris Interactive*
- *Divide consumer feedback based on issue areas:*
 - *Health, Value, Safety, Environment, and Convenience*
 - *Prioritized into three main "buckets":*
 - *Convenience and Value*
 - *Farm Fresh*
 - *Health and Safety*
- *Counter Message Development - generic taglines*
- *Counter-Messaging Vehicle Delivery Options*

A decorative graphic at the bottom of the slide featuring a background of strawberries and several colorful arrows (blue, yellow, red) pointing upwards. The text "WINNING IS EVERYTHING" is overlaid on the left side.

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Sample Generic Taglines and Consumer Feedback within 2010 *Issues Scan* Preliminary Results

- *Farm Fresh, Table Ready*
 - Highest ranked tagline at 46%
- *No Waste, No Mess, Farm Fresh*
 - Second ranked tagline at 26%
- *Wholesome, Healthy, Fresh*
 - Third ranked tagline at 19%

Consumer Feedback

*Selected quotes from consumers in
2010 Issues Scan Survey:*

“Cut the bad parts off and put them in a package for sale!”

“Convenient, but beware of lack of freshness and bacteria”

“Easy, but not as nutritious or as good for the environment”

“For the lazy slob who wants to eat healthy without the work”

- Indicates some negative perceptions continue regarding Fresh-Cut Produce

Telling the Positive Story of Fresh-Cut Produce

Counter-Message Vehicle Delivery Options

- United Fresh Member Generic Corporate Messaging
 - Website
 - Fact Sheets
 - United Fresh-Cut Processor Website
- Point-of-Sale Generic Messaging
 - In store displays (shelf talkers)
 - Advertising Campaigns
 - Fact Sheets

Examples of Messaging



*Fresh,
Triple Washed
&
Ready to Cook!*



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Examples of Messaging

50104

MANUFACTURER CPN

EXPIRES XX/XX/XX



No waste! No mess! Farm fresh!

\$2.00 off on any one (1)
Ready Pac Fresh Cut Fruit
10oz or larger

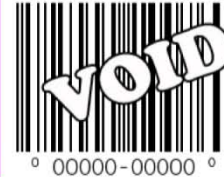
Now you can enjoy sweet, ripe melons, berries, pineapple and other delicious fruit anytime.

306065591
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REDEEMABLE AT

**Checkout
Markets**

GROCER: CATALINA MARKETING, 200 CARILLON PKWY
ST. PETERSBURG, FL 33716
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Examples of Messaging



Cut N Clean Greens *Three Bunches in Every Bag!* 

Grower Direct...
...Convenient Nutrition from our Family to Yours! **Cut N Clean Greens**

Cut N Clean Greens *It's So Easy...and So Healthy ...to Eat Greens!*

Farm Fresh Goodness...
...For your Body, Heart and Soul! **Cut N Clean Greens**

Cut N Clean Greens THE ORIGINAL...
and Still the Best...Farm Fresh Cooking Greens!

Grower Direct...
...Fresh, Nutritious and Delicious! **Cut N Clean Greens**

Cut N Clean Greens *So Healthy... So Easy!*
Low carbs, low sodium, fat-free, cholesterol-free, fights cancer and loaded with vitamins and minerals!



Ready Pac

ready sweet

nature's exotic flavors!
fresh and ready!

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Questions and Discussion