

# Fresh-Cut Processor Super Session

*Understanding Consumer Perspectives of Fresh-Cut &  
Taking Advantage of New Business Channels in Fresh-Cut*

*Hosts:*

Ron Midyett, Apio, Inc.; Chairman, United Fresh-Cut Processor Board

Jan Berk, San Miguel Produce, Inc.; Vice Chairman, United Fresh-Cut Processor Board

*Speakers:*

Ali Leon, Sr. Director Strategic Business Development, Ready Pac Foods, Inc.

Des Ferris, Managing Director, Nature's Best Limited

Philip Gruszka, Vice President of Marketing, Grimmway Enterprises

Dennis Christou, Vice President, N.A. Marketing, Del Monte Fresh, N.A., Inc.

# 2009-10 Fresh-Cut Processor Board



*Chairman: Ron Midyett  
Apio, Inc.*

*Vice-Chairman: Jan Berk  
San Miguel Produce, Inc.*

*Gus Arrigo  
Martha's Garden, Inc.*

*Garth Borman  
Taylor Farms, Inc.*

*Paddy Callaghan  
Nature's Best Limited*

*Wilco Fauth, Food Technology  
Noord-Oost B.V. Nederland  
(FTNON)*

*Tony Freytag  
Crunch Pak Sliced Apples*

*Philip Gilardi  
Freshway Foods*

*Joe Huston  
Fresh Express, Inc.*

*Steven Karr  
Pride Pak Canada, Ltd.*

*Klaus Klische  
Fresh Factory GmbH + Co.*

*Ali Leon  
Ready Pac Foods, Inc.*

*David Masser  
Keystone Potato Products*

*Marylou Owen  
G.O. Fresh*

*Sam Robson  
One Harvest*

*Dave Russell  
Del Monte Fresh, N.A., Inc.*

*David Stanton  
NatureWorks LLC*

*Greg Wohlleb  
Bunzl, Inc.*

*Philip Gruszka  
Grimmway Enterprises*

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# Understanding Consumer Perspectives of Fresh-Cut Produce

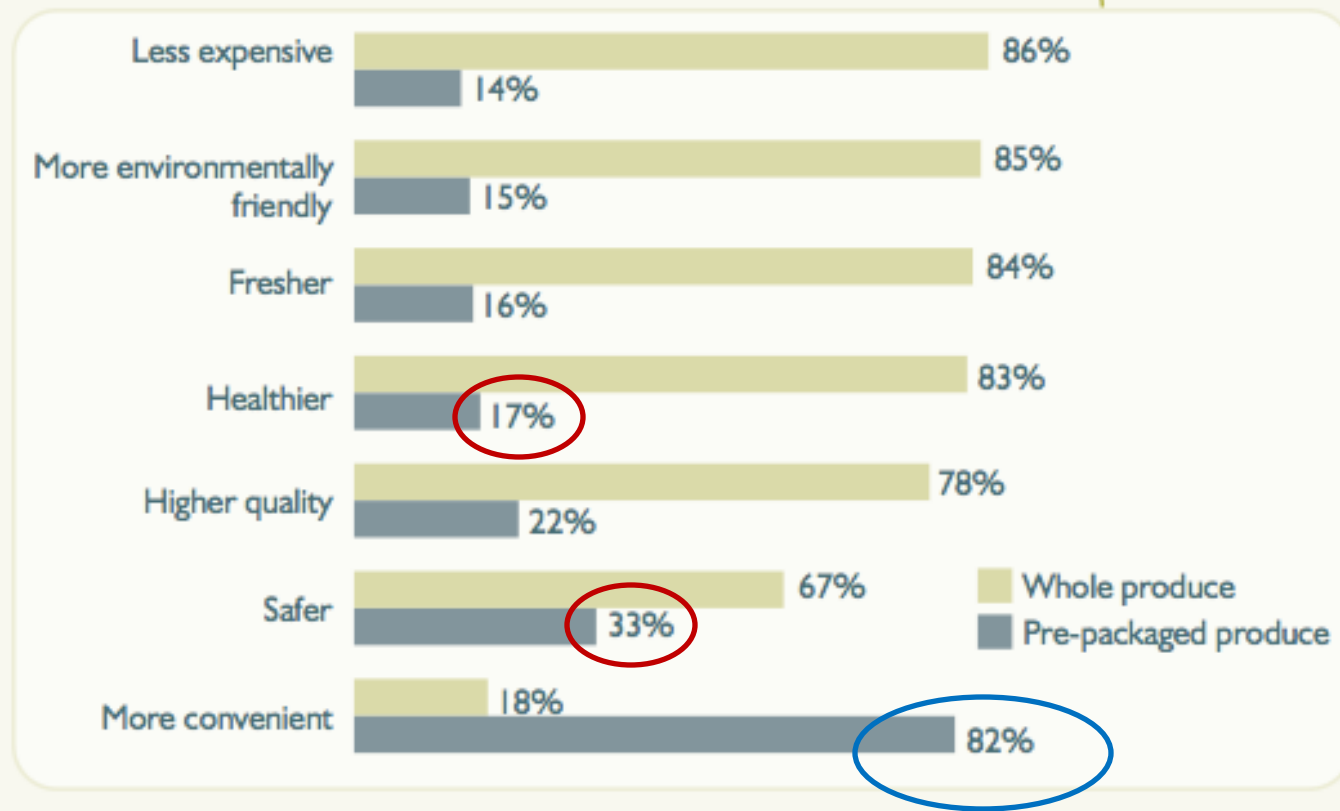
*A look at 2008, 2009 and 2010 United Fresh  
Issues Scan Results*



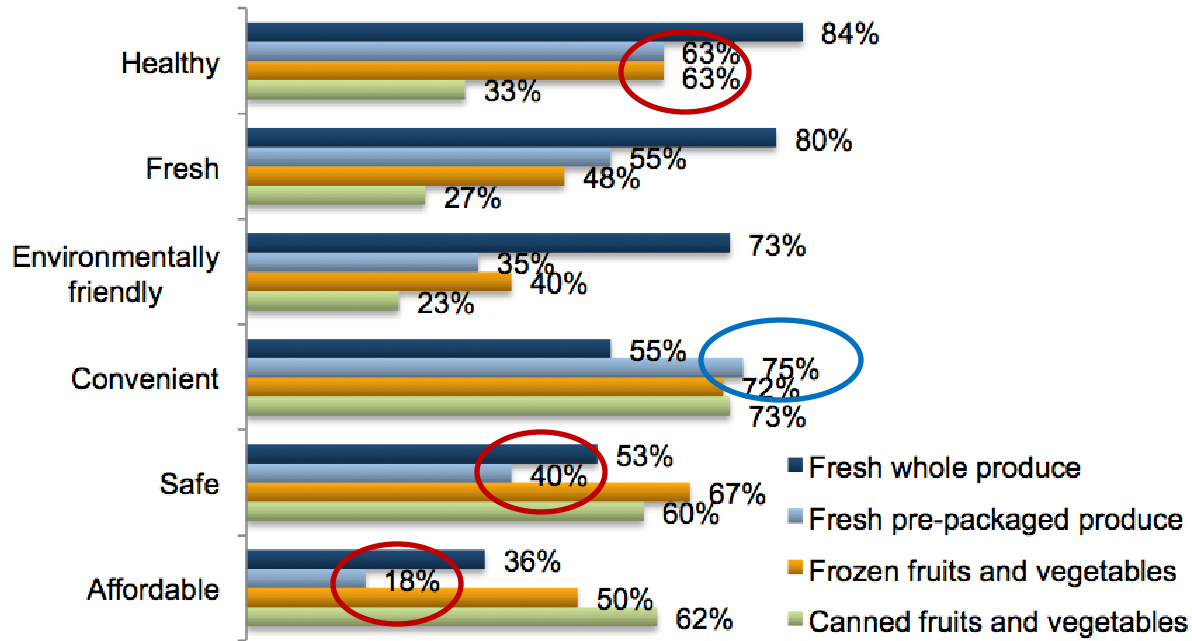
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# 2008 Issues Scan Results

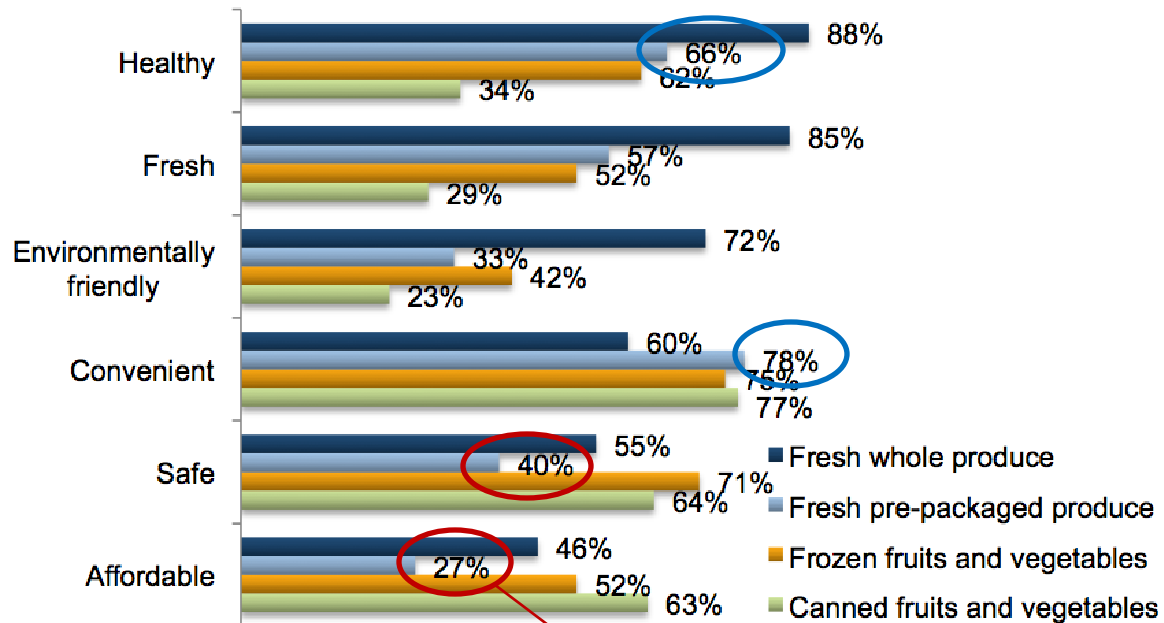
## Comparison of Whole Fresh Produce to Pre-packaged Produce



# 2009 Issues Scan Results



# 2010 Issues Scan Preliminary Results



+ 9 % vs. prior year

# Update from Board Bia - Irish Food Board

## Strengths & Weaknesses of Prepared Salads

### Strengths

- Convenience.
- Portability.
- Eat anywhere.
- A complete offering.
- New variations.
- Product protection through packaging.

### Weaknesses

- Cost.
- Taste contamination.
- Product deterioration.
- No knowledge of when or how prepared
- Packaging disposal.
- No personal input/variation.
- One person only?

*For most current offering of prepared salads the weaknesses outweigh the strengths*

# Taking Advantage of New Business Channels in Fresh-Cut

**Dennis Christou, Vice President, Marketing  
Del Monte Fresh, N.A., Inc.**



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## 2010-2011 Fresh-Cut Processor Board New Members

- Minos Athanassiadis, Fresh Link Group, Agoura, CA
- Ray Griffin, FoodSource, Monterey, CA
- Carter McEntire, McEntire Produce, Columbia, SC
- Dan O'Connell, Sun Rich Foods, Corona, CA
- Steve Robinson, Dole Fresh Vegetables, Monterey, CA
- John Schaefer, Gold Coast Packing, Santa Maria, CA
- Jim Zarndt, Monsanto, Oxnard, CA