

## Village Farms sells Ringgold Greenhouse

VILLAGE FARMS SOLD ITS RINGGOLD GREENHOUSE IN RINGGOLD, PA. TO INTERGROW PORTAGEVILLE, INC., based in Portageville, N.Y. Village Farms will continue the marketing, sales, and distribution functions for the facility as well as for another greenhouse facility of the buyer.

Officials for the firm say the sale is integral to Village Farms' strategic plan focused on large-scale greenhouse operations with advancing technologies that provide year-round production.

The buyer, Mario van Logten, is a former employee of Village Farms. "We are pleased to be partnering with Mario van Logten, as a world class grower we are fortunate to have been associated with him for a number of years," says Michael A. DeGiglio, CEO of Village Farms. "Village Farms is looking forward to continuing this long-term relationship with Mr. van Logten. It is wonderful to have an increased presence in the Northeast for Village Farms and provide our customers with locally grown premium greenhouse products."

"I am happy to be reuniting with the Village Farms Family and I'm confident that the relationship is beneficial to both of us," Van Logten.

For more information, visit [www.villagefarms.com](http://www.villagefarms.com).

## Leg up on lamb sales

RETAILERS NO LONGER HAVE TO BE SHEEPISH WHEN IT COMES TO JUDGING LAMB SALES now that the American Lamb Board, a Denver-based producer-funded trade organization, is making its FreshLook Marketing data available to retailers so they can benchmark their performance.

This is the first time the American Lamb Board has made lamb sales data available to the retail community; meat case directors can now view dollar and pound shares by protein and within lamb, by cut on a monthly basis. A preview of available sales data will be found on the association's [www.AmericanLambRetail.com](http://www.AmericanLambRetail.com) website. Retailers can request the full data set by contacting the organization directly.

"Fresh American Lamb is still a niche in many retail meat cases," says Megan Wortman, executive director for the American Lamb Board. "As a resource to the industry, we are making sales data, along with other marketing tools, available to retailers to help them increase lamb category sales during the holidays, as well as throughout the year."

In addition to sales data, the website also provides retailers with merchandising tips, seasonal trends, point-of-sale information and recipes that they can share with their customers.

"We recognize that both retailers and consumers are not familiar with the many different lean, delicious and convenient meal options they have with fresh American Lamb products," Wortman says. "We have developed many resources and educational pieces and have made them easily accessible to retailers so they can educate their customers and best merchandise American Lamb products and increase demand."



## Fresh Sausage, Y'All

CELEBRITY CHEF PAULA DEEN HAS TEAMED WITH SMITHFIELD, VA.-BASED SMITHFIELD FOODS to introduce a line of premium quality breakfast sausage. Available in links, patties and mild and hot rolls, Smithfield sausage is being

merchandised in the refrigerated case and retails for between \$3.50 and \$4.00 per 16-ounce unit.

"Our new breakfast sausage is great-tasting, full of flavor and rounds out any meal," says Deen. "The sausage highlights any breakfast or brunch."

"We're proud to bring another Smithfield product by Paula Deen into the marketplace," says Eric Esch, senior director of marketing at Smithfield. "We had tremendous success with our Paula Deen Spiral Sliced Ham with Crunchy Honey Glaze and we expect our new breakfast sausage to be well-received by consumers."

For more information, visit [www.smithfield.com](http://www.smithfield.com).



### Heart-healthy deli

HOMEWOOD, ILL.-BASED CARL BUDDIG & COMPANY has secured the American Heart Association heart-check mark and logo to display on all of its Carl Buddig Deli Cuts packaging.

Products displaying the heart-check mark must be low in fat, low in cholesterol, limited in sodium, and contain at least 10% of the daily value of one or more of these naturally occurring nutrients: protein, vitamin A, vitamin C, calcium, iron or dietary fiber. Deli Cuts items bearing the heart-check mark include: Oven-Roasted Turkey, Honey-Roasted Turkey, Smoked Turkey, Brown Sugar Ham, Smoked Ham, Honey Ham and Rotisserie Chicken. All of the meats are packaged in new 12-ounce press-to-close resealable containers, with each package providing consumers with six single two-ounce portions for convenient portion control.

"Consumers appreciate seeing the American Heart Association's heart-check mark on our new packaging and we're proud to offer a great tasting product that also contributes to a healthier lifestyle for the many people who enjoy Buddig products," says Tom Padula, marketing director. For more information, visit [www.buddig.com](http://www.buddig.com).



### Spud stud

**BETTER LUCK NEXT YEAR, RUTABAGA.** According to a national survey commissioned by the Eagle, Idaho-based Idaho Potato Commission and conducted by Kelton Research, potatoes are America's favorite vegetable, picked by 26% of consumers, followed by corn (19%) and broccoli (17%). More than 95% of consumers who eat potatoes say they have them at least twice a week and nearly half include potatoes in their meal plan from four to seven days.

Mashed is the favorite way consumers like their potatoes, preferred by 28% of

respondents, followed by baked (25%), French fries (20%), home fries/hash browns (10%) and potato chips (5%).

"We've always known it, but now it's official—potatoes are America's favorite vegetable," says Frank Muir, president/CEO of the Idaho Potato Commission. "As many Americans are pinching pennies, they'll be relieved that savoring spuds numerous days during the week will not only please their palates, but also their pocketbooks!"

For more information, visit [www.IdahoPotato.com](http://www.IdahoPotato.com).



**Roth Käse  
USA Ltd**



### Cheese merger

LUCERNE, SWITZERLAND-BASED EMMI HAS ACQUIRED ROTH KÄSE USA LTD, increasing its position in the U.S. cheese industry. Since 2006, Emmi has been a strategic partner with a minority stake in Roth Käse, based in Monroe, Wis. By joining forces, officials for the companies say they can continue growth in the retail and foodservice sectors with Swiss premium cheese and American specialties. As a result of the acquisition, the U.S. has become Emmi's largest foreign market.

Both companies are focused on joint growth, but will continue to operate as separate entities going forward, according to officials. Emmi holds a strong position in the retail sector with Swiss cheese, primarily Le Gruyère AOC and other specialties, such as Emmi Kaltbach Cave-Aged. For more information, visit [www.rothkase.com](http://www.rothkase.com).