



Stuffed with goodness

KENNETT SQUARE, PA.-BASED MODERN FARMS HAS ADDED SPINACH & ARTICHOKE STUFFED MUSHROOMS TO ITS STUFFED MUSHROOM LINE.

Marketed under the Modern Farms brand name, they are avail-

able in retail packs featuring a four-count/8-ounce tray, as well as a 10-count/20-ounce foodservice version. Both have a size specification of 2.5- to 3-inch diameter and have a 10-day shelf life under optimal conditions.

Spinach & Artichoke Stuffed Mushrooms join the existing feta cheese and Southwestern cheese flavors.

Modern Farms has also expanded its exotic line to include 8-ounce packages of shiitake and oyster mushrooms.

"We strive to be a leader in the mushroom category for both our retail and foodservice customers by offering solution-driven ideas that meet their everyday needs," says Greg Sagan, senior vice president, sales and marketing.

For more information, visit www.modernmush.com.



Village Farms gets an A+

ITS NOT EVERY DAY GAP (GOOD AGRICULTURAL PRACTICES) AUDITORS AWARD FACILITIES 100% IN ALL CATEGORIZES DURING FOOD SAFETY AUDITS. Village Farms employees are happy to know their hard work and effort have paid off in achieving such an unprecedented outcome for their industry. During a recent GAP audit perfect scores were achieved in all areas of food safety and employee safety inspections at the company's Fort Davis, Texas greenhouses.

GAP are voluntary guidelines established to ensure a clean and safe working environment for all employees while eliminating the potential for contamination of food products. Modeled after the FDA's Good Manufacturing Practices (GMP), the program uses the Primus Lab format and third party auditors.

"It is extremely important that Village Farms operate at the pinnacle of food safety standards in this industry," said Village Farms' CEO Mike DeGiglio. "In these very competitive times having the highest scores, which we publish and communicate to the industry, goes a long way in differentiating our brand and is a very important selling point for our sales and marketing team."

Produce team

LOS ANGELES-BASED A.M.S. EXOTIC, a leader in the baby vegetable category, has teamed with Pembroke, N.C.-based George Foods to produce Earth's Exotic's Premium Vegetables.

"This agreement will allow A.M.S. Exotic to provide our high quality Earth Exotic's Premium Vegetables to retail supermarket chains on the East Coast with greater shelf life, shorter lead times, fresh product and lower transportation costs as a whole," says Scott W. Lehman, director of sales and marketing. "Our



customers have asked us to expand our production to the East Coast, in an effort to realize the benefits of products being produced much closer to their stores as well as having product produced here in the U.S."

Pillsbury Bakery Institute

IN AN EFFORT TO HELP IN-STORE BAKERIES MAINTAIN COMPETITIVENESS IN THE CURRENT DISTRESSED MARKETPLACE, Minneapolis-based General Mills Bakeries & Foodservice has introduced the Pillsbury Bakery Institute. The Pillsbury Bakery Institute provides educational resources designed for in-store bakeries that focus on building solutions, product knowledge and technical baking expertise.

The Institute's materials are delivered through live, interactive classes that provide bakery managers, category managers and bakery employees



the opportunity to learn about relevant issues that can help improve the success of their in-store bakery operation. Classes are taught by General Mills bakery experts who can relate to many of the unique challenges facing in-store bakeries today.

Classes are tailored to focus on the various concerns and issues that in-store bakeries continually address. The curriculum is based on the combination of General Mills' industry research and

expertise with business knowledge and practical applications. Learning modules include topics such as increasing bakery profitability, merchandising, promotions, food safety and employee retention.

"As a collaborative business partner to the in-store bakery, General Mills shares its rich history of baking, and world-class marketing tools and resources to help in-store bakers get smarter about running their operation," says Tara Johnson, associate channel manager, General Mills Bakeries & Foodservice.

For more information, call 1-800-882-5252.

Pinching the salt

DOWNERS GROVE, ILL.-BASED SARA LEE DELI is introducing Sara Lee Lower Sodium Oven Roasted Turkey, Oven Roasted Chicken and Honey Ham to its sliced-to-order roster. The line is made with premium, whole muscle meat with no fillers, contains zero grams trans fat and saturated fat, and is minimally processed. Depending on the variety, the amount of sodium per serving ranges from 36% to 42% less than the USDA data for those items.

The Sara Lee Lower Sodium line promises the same flavor traditionally offered by Sara Lee Deli meats without compromising the taste. The shelf life is 70 days. Suggested retail price ranges from \$6.99 to \$8.99 per pound, depending on the region of the country.

"Consumers want something that tastes great, but that also fulfills a slightly-better-for-you type of positioning," Jonathan Drake, vice president of Sara Lee Deli tells Grocery Headquarters. "We're offering the same great taste, but one-third less sodium."

The packaging features a blue band with "lower sodium" written on it to differentiate, as well as a large circle in the middle of the graphics with "lower sodium" called out along with the reference to the USDA data on sodium reduction.

"This line is sliced-to-order, but obviously we are looking at opportunities to potentially expand into pre-sliced as well longer term," Drake says. For more information, visit www.saralee.com or call 1-800-925-3326.

PMA restructures

THE NEWARK, DEL.-BASED PRODUCE MARKETING ASSOCIATION has restructured its senior management team to more closely align it with the association's new strategic plan and expectations of its members. The trade association's board added the position of chief executive officer to PMA president Bryan Silbermann's existing responsibilities.

"In the work we did last year planning for PMA's future, we identified the benefits of strengthening key staff roles by assigning responsibilities and titles that clarify the leadership role and accountability of the senior management team," says Dave Corsi, PMA chairman of the board and vice president of produce and floral at Rochester, N.Y.-based Wegmans Food Markets. "PMA is blessed to have a staff with unmatched professionalism and experience and these changes will make the senior management team even more effective at leading the association's delivery of member value."

In addition to Silbermann, PMA's management team consists of chief operating officer Lorna Christie, who was formerly senior vice president of industry products and services; chief administrative officer Duane Eaton, formerly senior vice president of association services; chief science officer Dr. Bob Whitaker; PMA Foundation for Industry Talent executive director Cindy Seel; and chief financial officer Yvonne Bull, formerly financial services director.



SUPPLIER NEWS



Better berry website:

Watsonville, Calif.-based Well Pict Berries has updated and improved its website—www.wellpict.com. Retailers will find lots of information on Well Pict's product line, availability, and regularly updated great merchandising ideas to help boost profits in the produce aisle. They'll also find a downloadable version

of Well Pict's full product catalog. For consumers, the site offers delicious recipes, strawberry fun facts, and suggestions for using Well Pict's year-round availability to enjoy the sweet taste of fresh berries during any season of the year. www.wellpict.com.

Growing Asia Fruit Logistica:

Asia Fruit Logistica will take place September 2-4 at Hong Kong's Convention and Exhibition Centre. "Exhibitors from five continents are looking to step up their presence, while new exhibitors, such as Chile, plan to use the trade fair as a focal point for their marketing activities in Asia next year," says Gerald Lamusse, managing director of Global Produce Events GmbH, the joint-venture company which organizes the international fresh produce trade fair. The deadline for applications to exhibit at the September show is February 28. Application forms can be downloaded at www.asiafruitlogistica.com.



Seeking exceptional produce managers:

United Fresh is accepting applications for its annual Retail Produce Manager Awards Program. Sponsored by Ready-Pac Foods, the awards honor 25 retail produce managers at the store level and include their corporate produce directors in formal recognition at the convention. The winners and their directors will receive complimentary airfare, hotel accommodations and registration to United Fresh. Five grand prize winners will receive an additional \$1,000.

Nominations are due by Feb. 27. Forms are available online at www.unitedfresh.org.



Good to the last drop!

GLENVIEW, ILL.-BASED KRAFT FOODSERVICE has introduced Classic Select Roast by The Maxwell House Coffee Co., a shelf stable liquid coffee concentrate rich in flavor and aroma.

Created for the foodservice industry and available in both caffeinated and decaffeinated varieties, the select blend of

100% coffee beans is ideal in applications in which convenience and quality are essential. Classic Select Roast is available in a 2/2 liter bag-in-a-box (8.45-pound) package. Each case makes 692 8-ounce cups and boasts a 12-month unrefrigerated shelf life, ideal for retailers facing freezer and refrigeration constraints in their deli areas. Classic Select Roast can be utilized in the Bunn LCR, a refrigerated machine that inhibits microorganism growth and meets the FDA regulations for dispensing aseptic shelf stable foods. The caffeinated has a cost of \$86.99, while the decaffeinated is \$90.99.

The coffees are being supported by a complete line of attractive Maxwell House branded merchandising and marketing materials.

For more information, visit www.kraftfoodservice.com.



Dutch cheese

MT. KISCO, N.Y.-BASED BEST CHEESE CORP. is importing two additional cheeses from Holland. Made from 100% cow's milk, Hollandese Cream is a gouda that literally melts in your mouth. A young cheese, it has a creamy, buttery taste and semi-soft texture. Formally known as Roomkaas, it has been a favorite in Holland for almost a decade and pairs well for appetizers with Riesling and Beaujolais wines and lager beer.

Also made from 100% cow's milk, Alpenhorn is the new Uniekaas cheese that is a marriage between Dutch Gouda and Swiss Emmental. Mild and nutty and a bit softer than Swiss, Alpenhorn is wonderful for snacking and works well in the fondue pot. It also pairs well on an after-dinner cheese plate with fruit and a nice glass of port.

For more information, visit www.bestcheeseusa.com.