

Village Farms excited for CPMA show, will tout value-added packaging

By CHRISTINA DIMARTINO

Helen Aquino, marketing manager for Village Farms in Eatontown, NJ, said that the company will be exhibiting at booth number 1808 at the Canadian Produce Marketing Association-Association Canadienne de la Distribution des Fruits et Legumes Montreal 2011 Annual Convention & Trade Show April 13-15.

"In attendance at the show from Village Farms will be Doug Kling, senior vice president and chief sales and marketing officer; Rob Jackson, regional director of retail sales; Amin Stryker, sales manager of terminal markets; and Andrew Sable, British Columbia gatekeeper," said Ms. Aquino. "Our company will be promoting its new value-added packaging this year for tomato, sweet bell

pepper and cucumber varieties."

Village Farms offers tomato items including tomatoes on-the-vine in two-pound clamshells, Roma tomatoes in two-pound clamshells, Grape tomatoes also in two-pound clamshells and Beefsteak tomatoes available in three-pound clamshells.

"Village Farms is also offering sweet bell peppers in two-pound and six-count zippered tamper-proof bags," said Ms. Aquino. "These are available in three color options: red, yellow and orange. Our long English cucumbers are available in two-count and three-count pack sizes. Other new value-added items for Village Farms include mini cucumbers in

eight-count trays and two-pound zippered tamper-proof bags."

Rob Jackson, regional director for retail sales, noted how Village Farms views the CPMA convention and tradeshow. "The CPMA is a longstanding show with a great following," he said. "It is an invaluable show for the overall Canadian produce industry because it is the premier show. Though small in comparison to shows like the [Produce Marketing Association's] Fresh Summit or United Fresh, CPMA is a nice and intimate setting. This allows for time to talk and sit down with your customers to really engage in conversation. There is generally much more time to spend with customers

at CPMA, and it is very hard to miss anyone there because of the smaller size of the show."

Village Farms' primary customers are a mix of chain retailers, supercenters, independent chains, terminal markets and club accounts. It also sells to wholesalers and food-service operators.

Founded almost 20 years ago, the company grows on more than 232 acres and markets products produced on an additional 160 acres of greenhouse space. Village Farms produce is sold throughout the United States, Canada and select areas in Mexico in national chains and local supermarkets under the "Village Farms" and "Home Choice" brands.

Retirement has arrived for industry icon Dempster

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sion.

"These issues weren't at the forefront 34 years ago like they are today," Mr. Dempster said.

CPMA always supported Canada's "Fresh for Flavour" promotion and then adopted the program, he added. "The industry agrees they will benefit by increasing fresh fruit and vegetable consumption. Maybe they argue about how to do it."

The CPMA convention is much more sophisticated than it was in 1977. At the beginning of Mr. Dempster's career, the trade was simply notified of the current year's hotel information, and a business program was pro-

according to his biography. He then became CPMA's president.

Anne Fowlie, currently the executive vice president of the CHC, took Mr. Dempster's position when he left to work solely for CPMA.

Mr. Dempster said that he and Ms. Fowlie "still work closely on issues" such as labor and other grower matters that are of concern to both organizations.

Mr. Dempster was 28 years old when he became CPMA's president. He turned 61 March 10. The association's first president served from 1925-68, so this tends to be a position of longevity. He was the fourth president in CPMA's 86-year history

Mann Packing introducing new brand

By TAD THOMPSON

At the Canadian Produce Marketing Association convention in Montreal this April, Mann Packing Co. Inc., based in Salinas, CA, "will be showcasing our new snacking platform, scheduled to launch in April 2011," according to Elena Hernandez, the firm's marketing coordinator.

In an e-mail to *The*

meal replacements for their working lunches. Mann is the first company to offer a complete snacking platform for adults, teens and children."

Ms. Hernandez indicated that, at the CPMA show, Mann Packing "will also be showcasing our washed and ready-to-eat fresh-cut green beans, butternut squash cubes and sweet potato cubes and spears"

with broccoli, are among our top-selling commodities. Mann is also the leading brand of value-added fresh-cut produce in Canada."

Mann's Canadian customers pick up the "Mann" brand for both "commodity and value-added produce on a direct-ship f.o.b. basis from our main processing and distribution facility in Salinas, CA. We have a new processing center in New Jersey, which we will be able to use to offer our products to

