

## Produce Marketing Association (PMA) Fresh Summit

Georgia World Congress Center • Atlanta • Oct. 14-17

**Innovative packaging honored**

Five companies were named as the produce industry's best packaging innovators by PMA, receiving the association's fifth annual PMA Impact Award: Excellence in Packaging. The award recognizes exceptional produce and floral packaging that demonstrate originality.

The packaging entries were judged on a set of five criteria, with 28 finalists selected for final judging. Submissions earned points for excellence in marketing, food safety, supply chain efficiency/functionality, sustainability and, new this year, consumer convenience.

The 2011 Impact Award winners were:

- Apio and Clear Lam Packaging (joint submission)—Peel/Reseal Apio Squash Package
- Hollandia Produce—Live Gourmet Living Lettuce Squirrel Clamshell & Shipping Container
- Monterey Mushrooms—Sustainable Mushroom Packaging
- Naturipe Farms—Berry Quick Snacks
- Ocean Mist Farms—Season & Steam Microwavable Artichoke Pack

**PMA presents new 'sensory' award to CAC**

The California Avocado Commission (CAC) was honored with the first-ever Produce Marketing Association (PMA) "Sensory Experience Best of Show" award at Fresh Summit 2011.

PMA exhibitors who participated in the new "Sensory Experience" contest were asked to showcase their product in a way that appeals to the senses directly to a panel of buyers and industry leaders. A panel of judges narrowed down the submissions in advance

and the top 10 were tasted at the exhibitors' booths by a panel of 12 retail and foodservice buyers and chefs.

CAC partnered with acclaimed chef Hugh Acheson, who recently participated on "Top Chef Masters," to develop the award-winning dish, Roasted Pork Tenderloin with Bok Choy, Pickled Tomatoes and California Avocado. Acheson prepared samples of the dish at PMA to highlight how simple it is to elevate California avocado usage well beyond guacamole.

According to CAC, the star of the dish was the zesty and colorful combination of freshly pickled cherry



**Chef Hugh Acheson developed the CAC's award-winning dish, Roasted Pork Tenderloin with Bok Choy, Pickled Tomatoes & California Avocados.**

**On the show floor****VILLAGE FARMS INTRODUCES MINI SAN MARZANO PLUM TOMATOES**

Village Farms debuted at Fresh Summit a new variety of specialty tomato that is being introduced for the first time to North American markets. The Heavenly Villagio Marzano is an authentic Mini San Marzano plum tomato.

This heirloom-type plum tomato got its name from the

town of San Marzano near Naples, Italy, and was originally grown

in the rich volcanic soils of Mt. Vesuvius.

Village Farms is offering Heavenly Villagio Marzano in a convenient dry quart size in a zippered standup pouch.

Village Farms also presented its new logo at the show, designed to exemplify the company's commitment to "true eco sustainability, quality, elite safety records, world-class technology, superior taste, innovation and community."

**READY PAC ADDS FRESH FRUIT PARFAITS**

Ready Pac® launched its 100 percent Fresh Fruit Parfait line at Fresh Summit.

The new snack option combines low-fat vanilla yogurt, crunchy granola and 100 percent seasonal fresh-cut fruit packaged separately from the yogurt.

The four varieties—Blueberry, Mango, Apple and Pineapple—are available in both 8-oz. and 12-oz. sizes.

