

Fresh Digest

A Publication of the Fresh Produce & Floral Council

October / November 2019

THE FPFC MARKET REPORT®
WEBINAR DIVES DEEP
INTO ORGANICS

CYCLICAL NATURE
OF TRUCK RATES
CONTINUES

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TOURNAMENT
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EDITOR'S VIEW

By Tim Linden



ARE THERE TOO MANY PRODUCE TRADE SHOWS?

It's an interesting question and one that is very difficult to answer. Like beauty, the answer is in the eye of the beholder.

On its face, it seems obvious that there are. At every trade show I went to this year, someone observed that there are just too many of them. A case in point was the three shows held back to back to back in July in California, two of which were in the same convention hall. The second week of July featured the Organic Produce Summit in Monterey; week 3 our own FPFC EXPO was held at the Disneyland Hotel Convention Center in Anaheim; and week 4 was back in Monterey for the PMA Foodservice Conference & Expo.

When I started in this industry in the 1970s, there were two major national conventions with trade shows. While there were many regional or commodity-based conventions, for the most part they focused on educational and social networking events. Some of the conventions included table top displays but the trade shows were the domain of the national conventions.

That is no longer the case. Today, there are more than a dozen produce shows held in the United States. Throw in a few

more in North America, Asia and Europe and the average month has more than one. Over the next 12 months, both PMA and United will be in California along with the aforementioned three July shows.

So are there too many? Again, the quick response is yes. But let's take a closer look at those three July shows. While many of the exhibitors were the same, the shows had a different focus. Exhibitors attending all three could tailor their offerings to fit the show. Both the organic and foodservice shows wore their specialty in their title. The new FPFC EXPO was actually the result of the elimination of a show this year as this organization, noting that both exhibitors and convention-goers were going to both its Northern California and Southern California shows, combined the two into a larger regional show for all of its members.

I went to the Organic Produce Summit and the FPFC EXPO. Both received excellent support from both the buyer and supplier community, and both got excellent reviews. I didn't attend the PMA Foodservice Show this year but I did talk to many people who did and it also got good reviews.

So maybe the perception that

there are too many produce shows is a myth. We have an industry in which variety is clearly the spice of life. Variety, in fact, is a trend driving produce department sales. The tomato, grape and apple categories are exploding with new options every year. A week doesn't go by without some vegetable company seemingly introducing a new packaged salad or value added meal kit. I can't keep up with the new fresh juices or salad dressings.

While there is some overlap in the produce shows, the majority have carved out a niche...be it a regional play (FPFC EXPO), a specific industry sector (PMA Foodservice) or a burgeoning category (Organic Produce Summit).

Just like in the produce department itself, it is up to the consumer of these events to vote with their dollars. Tasteless tomatoes, seeded grapes and mushy apples have been replaced with dozens of alternatives. If you don't support the proliferation of trade shows, they will go away. But for the time being, they seem to be thriving. I theorize that our digital existence, which tends to decrease human interaction, has played a major role in the success of these face to face events. But that's a column for another time. 🌱



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EXECUTIVE NOTES

By Carissa Mace



SEEKING TOMORROW

Writing an article for the magazine every other month can be a bit daunting at times. I remember my old boss, former FPFC president Linda Stine, mentioning this fact when the *Digest* deadline would roll around. Well let me tell you, I totally understand what she was talking about since I've been in her shoes.

I decided to take a look at what Linda wrote about 20 years ago. I was actually working at the FPFC 20 years ago as Event Coordinator/Member Development Director. I had to look back in my old personnel file because honestly, I didn't remember what my title was back then. Basically my job back in those days was part of what Amy Wun does now – manage event logistics and working with committees and others to implement plans.

The title of Linda's article was "Seeking Tomorrow" and yes, I thought it sounded nice so I blatantly stole it for this article.

It was interesting to read the article as it made me realize that even though things change, they remain the same. A good portion

of the article is about the retail mergers that were going on at the time. Linda spoke about companies having to put "FPFC activities on hold" as they waited for the fall out. This sounds familiar. As retailers change management and in some cases ownership, we find the same thing occurs – they take a break from activities while the dust settles. Eventually, companies are able to come back to participating. We've seen the same cycle over and over again.

Linda's article also discussed the fact that the retail mergers hit the floral segment of the industry particularly hard. In her article, she announced that the then stand-alone floral expo would be merging the following year with the produce expo. That continues to be the case – we have one show. This year, to help accommodate floral's needs we created a Floral Pavilion that was highly successful. With some tweaks based on floral exhibitor feedback, we'll be bringing back the Floral Pavilion in 2020.

Regarding the produce show, it was noted that in 1999 the Produce Expo went from having 6 retail

companies attending to 35. At this year's Expo, there were 87 different retail and foodservice companies present with a concentrated effort to bring in those from outside the area, specifically the Pacific Northwest. Linda wrote the increased attendance was "the fruits of the labors of dedicated committee members and directors." Those words certainly ring true today. The Expo would not be the growing success it is nowadays without the involvement of committee members and excellent leadership from its committee chair.

Linda closed her article, again, written in 1999, with "As we enter the new millennium, the leadership of the Fresh Produce & Floral Council must investigate diligently all the areas of success and adopt new strategies that work well in giving strength to the Mission of the FPFC." Once again, truer words could not be written. Leadership must constantly strive to move the FPFC in directions that will make it a strong force and voice for the industry of the future. This fact never changes. 🌱

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The mission of the Fresh Produce & Floral Council is to connect members to the information, education and professional network they need to increase knowledge, grow their businesses and collectively advance the industry.

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PRODUCE INDUSTRY ATHLETES INVITING INDUSTRY TO THE CELEBRATION

Tour de Fresh, a produce industry cycling event, will end on the steps of the Anaheim Convention Center on Wednesday, October 16, prior to the start of the Produce Marketing Association Fresh Summit. Produce industry cyclists have been in training for the epic ride and will mark their success with an epic celebration that the industry is invited to attend.

As many in the produce industry are in training for yet another large industry convention in October, there are 50 cyclists that are planning and training every day for their own journey to the PMA. While most attendees choose to fly or drive to Anaheim, the produce industry cyclists will be riding together along the breathtaking Big Sur Coast taking the long way in ultimately reaching those busy Orange County streets.

This year marks the 6th annual Tour de Fresh and the route is taking the group back to its roots, repeating the inaugural ride from Carmel to Anaheim hugging the Big Sur Coast, climbing the hills in Santa Ynez Valley and winding along the Pacific Coast Highway through Malibu. The route is similar to that first ride in 2014, but the riders are different, and the non-profit organization has successfully raised more than \$750,000 in five years.

This year as the group makes that final turn onto Convention Way, the Tour de Fresh participants are inviting industry members to be there for the finish. The Finish Line Ceremony, which has been made possible by the Produce Marketing Association, will be on Wednesday, October 16, 2019 at 11:30 am.


“We know everyone is already making their travel plans, meeting plans, and dinner plans for the convention, so we are asking that you add just one more event to your schedule and attend the finish line event with us on Wednesday,” said Cindy Jewell, on behalf of California Giant Foundation. “Bring a sign, a noise maker, or just your loud voice to cheer these colleagues on as they complete their 300-mile journey to support the United Fresh Start Foundation and salad bars for schools.”

As the riders stand on the stage made of CHEP pallets, a check will be presented to Tom Stenzel

of United Fresh, and a salad bar will be presented to a local Anaheim area school to signify the many more salad bars to be distributed following the ride. It's not too late to donate to the cause with these sponsors: Americold, And Now U Know, Arctic Apples, Atlas Produce, Basil Seasonal Dining, C&S Wholesale Grocers, California Giant Berry Farms, CHEP, Church Brothers, Coosemans, Crunch Pak, DMA Solutions, Earthbound Farms, EBX Logistics, Emerson, Famous Software, Fight Like A Girl Foundation, FreshPlaza, and Gold Coast Packing.

Also: Good Foods, Gusto Handcrafted Pasta & Pizza, Interfresh, iTrade Network, JAZZ Apples, Jerue Trucking, Lipman Produce, Markon, Misioneiro, Mission Produce, Ocean Mist Farms, Paramount Export, PRO*Act, Procurant, Produce Marketing Association, Regal Marketing, Renaissance Food Group, Sakata, Specialty Produce, SunFed Produce, Sunkist, Tat-On Inc., Taylor Farms, Total Quality Logistics (TQL), United Fresh Start Foundation, and Western Precooling

Tour de Fresh, presented by The California Giant Foundation, is a one-of-its-kind, collaborative event that unites the most significant brands and influencers in the fresh produce industry for a four-day cycling event that raises funds to benefit the Salad Bars to Schools campaign. In its first five years (2014-2018), Tour de Fresh placed more than 230 salad bars in schools across the country. Sponsors and participants alike strongly believe that providing healthy eating opportunities for school children should be a requirement, which keeps this event thriving year after year.

Salad Bars to Schools is a public health campaign to increase salad bars in schools across the country so that every child has the choice of healthy fruits and vegetables every day at school. Salad Bars to Schools supports former First Lady Michelle Obama's Let's Move! Initiative to end childhood obesity in a generation. Salad Bars to Schools founding partners are: The United Fresh Start Foundation, National Fruit and Vegetable Alliance, the Chef Ann Foundation and Whole Kids Foundation. More information can be found online at www.saladbars2schools.org. 

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CYCLICAL NATURE OF TRUCK RATES CONTINUES

BY TIM LINDEN

By all accounts, 2018 was a very good year for truckers, and as would be expected, 2019 has not produced stellar results.

“Last year (2018) was one of the best years ever for the trucking industry,” said Bob Rose, vice president of national sales for the Allen Lund Company (ALC) and a longtime observer of the logistics space. “Of course, a lot of our loads are based on contract rates, but in the spot market we saw crazy rates all year long.”

Truck owners of both large and small fleets are a lot like farmers. “The natural tendency was to invest in equipment,” he said. Large fleet owners significantly added to their inventory, and small operators with three, four or five trucks, added another.

“In early 2019, we saw a slowdown and it has stayed with us all year,” Rose said. “There are plenty of trucks, no driver shortages and companies have cut back on their orders for new trucks.”

Rose said it is a predictable pattern with the only variable being how long each cycle lasts. “I’ve been doing this for 38 years and it seems like (traditionally) it has been a five to seven year life cycle for

most of that time. It is a natural cycle for change. The only difference now is that the circles of cycle are getting shorter.”

Rose said the transportation arena tends to react quicker to these cycles and they don’t last as long. Speaking to the *Fresh Digest* in early September, he said rates were as low as he expects them to go. “We are in a trough but I don’t think it is going to last that much longer. Shippers are trying to lock in prices right now and that makes sense.”

Rose reasoned that rates cannot stay down over the long term because costs continue to rise. He said drivers are demanding more money and insurance and repair costs are also on the rise.

The Allen Lund Company operates on a national basis with offices all over the country and a book of business that covers many different commodities. The company has always been involved in fresh produce but it also operates in dry goods, beverages and many other lanes. Still, Rose’s report mirrored that of Rolando Nava of Rollin R Enterprises, a cargo and freight company that operates largely in the Central Coast to Los Angeles County corridor. In the produce business, Rollin R specializes in



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less than full load (LTL) shipments from the many produce shippers from his region to receivers in Los Angeles. It is a specialty that has its own challenges but the president and owner, Rolando Nava, agreed that overall freight rates are down.

“There are more trucks than work right now,” he said. “We should see an increase in rates in winter especially as the e-log mandate takes full effect.”

He explained that the mandate for electronic logging devices (ELDs) on interstate shipments is scheduled to be in full effect come December 16, 2019. The mandate was passed into law in December 2015 with a four-year phase in program. While the mandate did go into effect in December of 2017, the regulations required that for the past two years “carriers must begin taking compliance measures. Paper logging and logging software will no longer be permitted. Carriers must use either ELDs that are compliant with the mandate or AOBRDs (automatic on-board recording devices) that were installed prior to December 18, 2017.”

As of December 16, 2019, full compliance is in effect. “After this date, all drivers and carriers operating in the United States will be required to track HOS (hours of service) using only registered and compliant electronic logging devices,” according to the regulations.

In addition, Nava said California, and many other states, have the same regulations kicking in for intrastate shipments. California has begun phasing in its ELD mandate for shipments within its borders with full compliance by the end of 2020.

Nava said the hours of service issue, which the ELD mandate is designed to closely monitor, is especially difficult for LTL shipments. It is not rare for an LTL load to have four to six pick-ups and an equal number of drops. It can be very difficult to get the task accomplished within the allowable drive time for a day (basically 10 hours) when there is extra wait time to load and/or unload.

He explained that if a truck leaves his facility in Oxnard and drives up to Santa Maria for three or four pickups, it can easily take five to six hours to accomplish that task before heading to Los Angeles to unload. Add in a delay at a receiver’s dock and the total time has exceeded the drive time maximum for that day.

To address this issues, Rollin R has established a

relationship with many shippers with the company using its own facilities as a cross dock. Product from many different shippers comes into the Oxnard facility via small trucks. The LTL shipment is then built there and sent out with a new driver with a full slate of unused drive time. Of course, Nava said that is more expensive as he has had to invest in more trucks and has hired more drivers. “But putting it together and making it happen, that’s what we do. It’s a 24/7 job.”

He did sound the alarm against some receivers – still in the minority –who are giving tight delivery appointments and charging fees for late arrivals. “There are a couple of companies giving us an hour window for an appointment and charging a \$250 fee when the driver is late.”

Nava said an LTL shipment can easily get behind schedule as the multiple pick-ups and drop-offs offer lots of opportunities for delays. It’s common practice, he said, for a driver to show up to pick up a few pallets from a shipper and they are not ready. That delay can throw off the whole schedule. “A shipper can make me late for the delivery and then we get charged,” he said, indicating that just isn’t right and he has to pass these charges back to the shipper. “It’s very frustrating.”

Rose decried these charges and said ALC tries to avoid working with shippers and receivers that don’t treat truckers properly. In times when rates are low, as they are currently, he said truckers sometimes have to take a load from these bad actors. But when truck supplies are tight, shippers and receivers that don’t treat truckers right are going to find it more difficult to secure equipment. “It’s better to be a shipper or receiver of choice,” he said.

Rose said the situation is much better than it was a decade ago when long waits to load or unload were much more prevalent. He noted that in years past, these pick-up and drop-off locations invested in nice waiting rooms so the truckers could be comfortable while waiting for the loading or unloading service. Rose quipped that it’s better to get those truckers in and out quickly and not rely on a nice waiting room to appease them. With today’s strict hours of service guidelines, that seems to be a mandate in itself.

The ALC executive did say that truckers, shippers and receivers do seem to be adapting to the new rules with all three important elements of a shipment “finding their rhythm” and adjusting to the new regulations. 🌱



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Organic Produce Sales Stall But Growth Still Evident

By Tim Linden

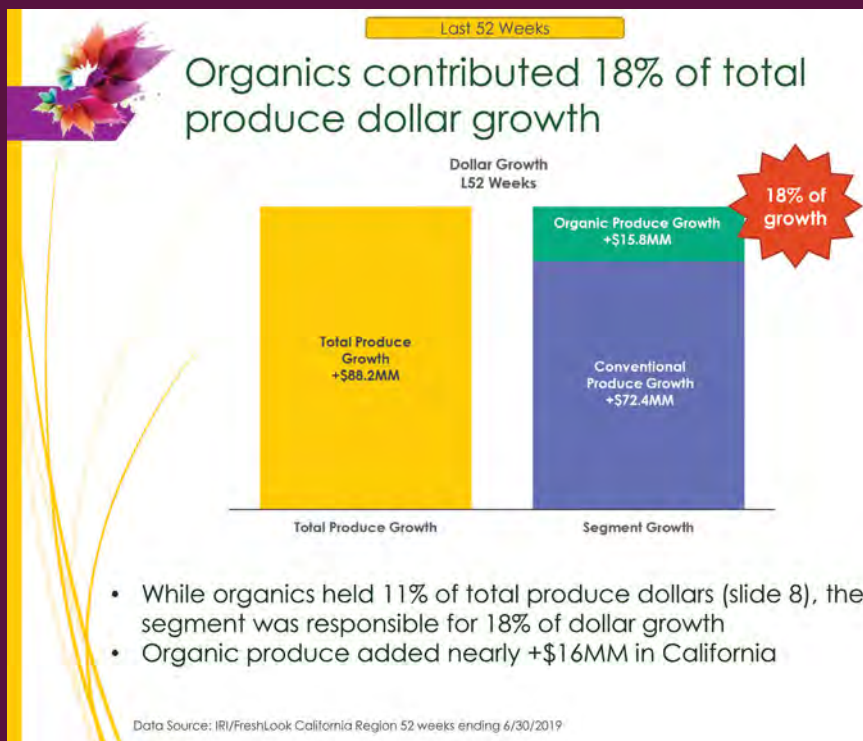
A deep dive into the latest FPFC Market Report revealed that sales of organic produce in California in 2019 are trending downward slightly, but the category is still over-indexing with regard to contributing to produce department sales growth.

The FPFC Market Report is a quarterly survey prepared exclusively for Fresh Produce & Floral Council members that looks at the California retail marketplace and examines produce sales trends. Fusion Marketing creates the report and each quarter it does a deep dive into one aspect in a webinar presented to FPFC members. On Thursday, September 19, after compiling the 2019 Q2 report, Valerie Ferguson, senior category analyst for Fusion, took a closer look at organic produce sales for this quarter's webinar.

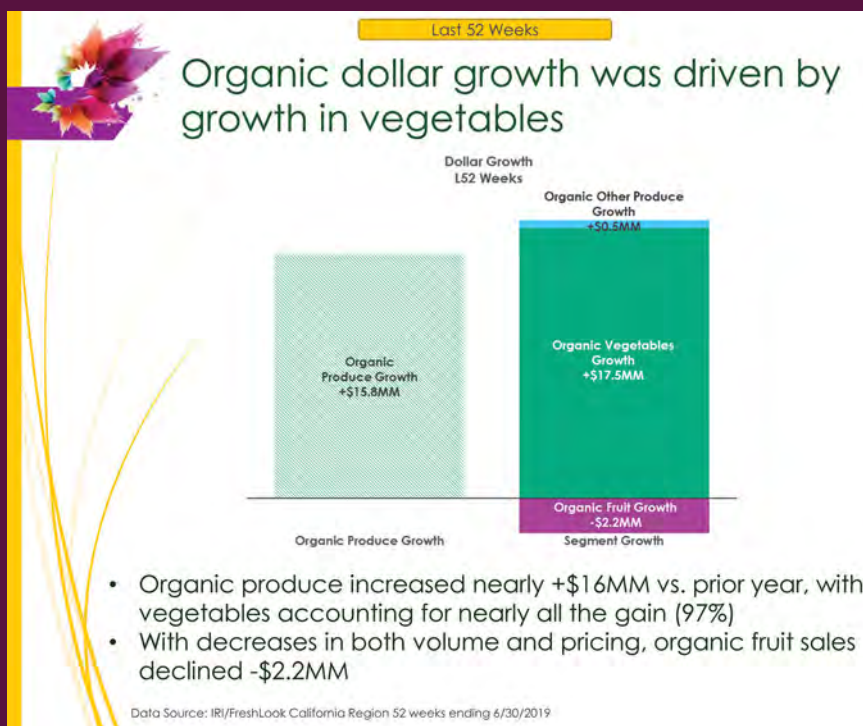
She said that after five consecutive years of impressive dollar growth, the first two quarters of 2019 showed a 2.7 percent decline in revenue. Over the past five years, the FPFC Market Report has shown year-over-year growth ranging from 2.1 percent to 16.1 percent with 2018 registering a 6.2 percent increase in dollar sales.

"Lower volume and prices drove organic sales down," said Ferguson, noting that the losses all came from Q2. In fact, Q1 of 2019 continued the five-year trend of year-over-year gains for the quarter with a 1.7 percent increase. But Q2 2019 registered a 3.7 decrease in sales from Q2 2018. In fact, the quarter represented the first year-over-year quarterly decline reaching back to 2015, which were the earliest records presented.

Decline in organic fruit volume during the first half of this year is the culprit as it registered a decrease of 2.5 million pounds compared to the first two quarters of 2018 in the data studied. The numbers are mined



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from scan data and although they don't represent 100 percent of statewide sales, the two years are comparing volume and sales figures from the same sources.

While fruit sales and volume were down, organic vegetable sales volume continued to increase, making up for some of the fruit losses in the category.

Another contributing factor for the category dollar decline is that the average price per pound for organic produce trended lower for the first two quarters.

Despite the statistically less-than-stellar performance by organic produce in California for the first two quarters of 2019, there is still much to celebrate for the category in general. Over the past 52 weeks (Q3 2018 through

Q2 2019), organic produce had a 6 percent volume share of total produce yet represented 11 percent of dollar sales. And over that year, organic produce growth outpaced conventional produce growth, according to Ferguson. In fact, she revealed that "organics contributed 18 percent of total produce dollar growth in the past 52 weeks."

The Market Report also looked at the top 10 fruits and vegetables respectively, noting both total dollar sales and dollar growth. In the vegetable category, organic lettuce topped the charts in sales but was not one of the top 10 growth items. Organic spinach was the top performer as it was second in sales and first in growth with a 10 percent increase. Carrots was the only other vegetable appearing on both lists, coming in


third in sales and ninth in growth.

There was much more crossover on the fruit side with six items appearing on both lists. Berries topped the sales chart but did not appear on the top 10 growth list. Organic grapes and avocados were arguably the top two performers as they ranked fourth and fifth on the dollar sales list and first and second on the dollar growth list, each registering more than a 22 percent gain in dollar sales over the previous year

The report, as it always does, also broke out figures for the four major markets in California with San Francisco leading the way with 14 percent of produce dollar sales devoted to organics.

The full report is on the FPFC website (www.fpfc.org). 

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ANNUAL BOWLING TOURNAMENT

September 14, 2019

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FPFC 2019 Apprentices, Thomas Rossi of Fresh Concepts, Amanda Nojadera of Quebec Distributing Company, Denise Gonzalez of Charlie's Produce, Jeffrey Fish of Western Mixers Produce & Nuts and Esmeralda Mejia of Westlake Produce Company.



Troy and Kristine Le Cheminant of Westlake Produce Company with their kids and Lupe Le Cheminant of Westlake Produce Company with her daughter.



Johnny Garcia of Charlie's Produce, Cesar Guerrero of Albertsons/Safeway, Mihae and Jim Finnie of Del Monte Fresh Produce.



Troy LeCheminant of Westlake Produce Company trying for the Men's High Series!

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Amanda Nojadera, Quebec Distributing Co.
Thomas Rossi, Fresh Concepts, Inc.

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Progressive Produce, LLC's teams: Kelly New, Jordan Barta, Lauren Hessel, Ryan Conlon, Francisco Figueroa, Beto Lamas, Abel Ramos and Oscar Guzman.



Megan Saenz hi-fives Daniela Santos after a Strike, with Barry Parisotto of Veg-Fresh Farms.



Del Monte Fresh Produce team shot with Brenna O'Leary, Mike Parsons, Paulo Figuerola and Aaron Herrmann.

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Ryan Conlon of Progressive Produce, LLC going for a Strike!



Daniela Santos of Veg-Fresh Farms taking her shot at the Women's High Series!



Oscar Guzman from Progressive Produce, LLC taking his shot at winning the Men's High Series.



Johnny Garcia of Charlie's Produce, Cesar Guerrero of Alberstons/Safeway, Mihae and Jim Finnie of Del Monte Fresh Produce.



Bill Coombs of DLJ Produce with Blake Lee of Bristol Farms.



The kids had fun bowling on their own lanes and with the balloon artist!



Barry Parisotto, Megan Saenz and Dan Floyd from Veg-Fresh Farms.

- TOURNAMENT PARTICIPANTS**
- Albertsons/Safeway
 - Bristol Farms
 - Charlie's Produce
 - Corner Image Packaging
 - Del Monte Fresh Produce
 - DLJ Produce
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 - Veg-Fresh Farms
 - Western Mixers Produce & Nuts
 - Westlake Produce Company



Westlake Produce Company Team shot with Jeff and Wendy Sunahara with their daughters, Esmeralda Mejia, Mike Casazza, Andrew Bivens, Troy and Kristine Le Cheminant with their son and daughter, and Lupe Le Cheminant with her daughter.



Kelly New, Lauren Hessel, Oscar Guzman and Jordan Barta of Progressive Produce, LLC.



Albert Hernandez, Jorge Zamorano and Denise Gonzalez from Charlie's Produce strategizing before the tournament starts!



Yvonne Rios of Westlake Produce Company and her son enjoying the arcade fun!

To see more photos, search #FPFCBowling or visit us on Facebook at facebook.com/FPFCorg



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Master of Ceremonies, Kent Kuwata of Smart & Final, Cheryl Kennick and Dr. Raynald Samoa with City of Hope presenting a check of \$211,292.60 from the Produce Floral Committee to City of Hope.



Jennifer Zendejas, Shannon Dambach, Gerrie Pompa and Brandie Stump of FreshSource, LLC enjoying the post-luncheon cocktail hour with Darryl Bollack of Mariani Nut



John Fuji of Gelsons Markets winning a Bose Speaker!



LeighAnne Thomsen of Calavo Growers, Inc. and Mark Munger of 4Earth Farms posing at the Post-Luncheon Cocktail Hour sponsored by FreshSource, LLC.



Angela Fraser with the California Avocado Commission singing the National Anthem.



Alis Ortiz and Caitlin Tierney of 99 Cent Only Stores, catching up with Dan Acevedo of GreenFruit Avocados and Briana Giampaoli of Live Oak Farms.



Richard Flamminio receiving the Spirit of Life Award with family: Amber and Melanie Flamminio and Zack Mahoney. The award was presented by Kent Kuwata of Smart & Final (left).

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Marvin Quebec of Quebec Distributing Co., Rick Cruz of Pavilions, Ken Ewalt and Francisco Jardim of Great West Produce Company.



Alexia Villanueva of Avocado Queen, Abel Meza of Northgate Gonzalez Markets, and Natalia Merienne of Avocado Queen.



Jim Roy of Mixed Nuts Inc, Don Gann of Stater Bros. Markets, and Bill Laliberte of WIL Distributors catching up!



Jan DeLyser of California Avocado Commission moderated a panel about industry trends with panelists Brett Grimm of Grimmway Farms, Tracey Lewin of the Allen Lund Company, and Jackie Jackson of Albertsons Companies.



Ken Ewalt of Great West Produce Company and Dennis Krondak of Northgate Gonzalez Markets catching up with Randy Akahoshi of 4Earth Farms

Mark Widder with Veg-Fresh Farms, Jules Buehler North Shore Living Herbs + Greens, and Dick Spezzano of Spezzano Consulting Service, Inc.



Dino Iacovino of Altar Produce, LLC, Patient Speaker and Cancer survivor, shares his own story of hope and courage.



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Brian Cook of Pete's and Patient Speaker Dino Iacovino of Altar Produce, LLC



Dr. Raynald Samoa M.D. Assistant Professor, Department of Diabetes, Endocrinology & Metabolism, speaking about City of Hope.



Lindsey Sweeney and Andrea Santos of Renaissance Food Group chatting with LeighAnne Thomsen of Calavo Growers, Inc. and Mark Munger of 4Earth Farms



Amanda Nojadera of Quebec Distributing Co., Destiny Dulaney of Sunkist Growers, Julie Boland of Bonduelle Fresh Americas, Tom Rossi of Fresh Concepts, Inc., and Briana Giampaoli of Live Oak Farms, Kristen Reid and Emily Frago of MIXTEC Group, and Rachelle Schulken of Renaissance Food Group, LLC. attending the Panelist Session on Industry Trends before the August Luncheon.



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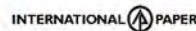
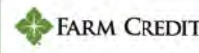
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27th Annual Golf Tournament

Tustin Ranch Golf Course
August 21, 2019

Thank You Sponsors!



1st Place Foursome Team Chad Miller, Felipe Villa, Susie Rea and Heath Shoup of West Pak Avocado, Inc.

2nd Place Foursome Winners Adam Laliberte, Bill Laliberte and Todd Butler of WJL Distributors. Not Pictured: Shonna Williams, Superior Grocers



Winners

First Place Team

Chad Miller, West Pak Avocado, Inc.
Susie Rea, West Pak Avocado, Inc.
Heath Shoup, West Pak Avocado, Inc.
Felipe Villa, West Pak Avocado, Inc.

Second Place Team

Tod Butler, WJL Distributors, Inc.
Adam Laliberte, WJL Distributors, Inc.
Bill Laliberte, WJL Distributors, Inc.
Shonna Williams, Superior Grocers

Third Place Team

Erick Coronado, Avocados from Mexico
Ernie Manzo, LA Specialty Produce
Mike Nunez, Sonora Farms
Felipe Orozco, Avocados from Mexico



3rd Place Foursome Winners Mike Nunez of Sonora Farms, Erick Coronado of Avocados from Mexico, Felipe Orozco of Avocados from Mexico and Ernie Manzo of LA Specialty Produce.



Closest to Pin hole #3 and #17 winner, Bill Laliberte with Todd Butler and Adam Laliberte of WJL Distributors. Not Pictured: Shonna Williams of Superior Grocers.

Closest to Pin hole #6 winner, Justin Whitcomb of Del Monte Fresh Produce with Mihae Finnie of Del Monte Fresh Produce with Cesar Valenzuela and Jeff Roa of Albertsons/Safeway/Vons.

Closest to Pin hole #11 winner Adam Sides of Rainfield Ranches with Blake Polisky of Natures Produce Company and Greg Emi of Rainfield Ranches. Not Pictured: Raymond Sun of Zion Supermarkets.



Mike Nunez of Sonora Farms wins the Men's Longest Drive Contest.

Closest to Pin Contests Winners
Hole # 3:
 Bill Laliberte, WJL Distributors, Inc.
Hole #6:
 Justin Whitcomb, Del Monte Fresh Produce
Hole #11:
 Adam Sides, Rainfield Ranches
Hole #17:
 Bill Laliberte, WJL Distributors, Inc.

Longest Drive Winners
Men's:
 Mike Nunez, Sonora Farms
Women's:
 Jessica Luna, Pablo's Produce, Inc.

Most Accurate Drive Winner
 Jimmy Castro, Bristol Farms

Putting Contest Winner
 Mike Nunez, Sonora Farms



Jessica Luna of Pablo's Produce, Inc. wins the Women's Longest Drive Contest.

Most Accurate Drive winner, Jimmy Castro of Bristol Farms with Larry Larson of D. Gardikas Produce, Frank Zapata of Bristol Farms and Dimetri Gardikas of D. Gardikas Produce.





Golfers watching as Brian Balladares of Ralphs Grocery Company competes in the hole in one contest.



Lee Groon of Vons, Brian Silvas of Bland Farms, Mike Casazza from FreshSource, LLC; and Rick Cruz of Pavilions enjoy refreshments at the on-course demo station.



Jesse Ramirez of Ralphs Grocery Company with Phil Guardia of The Pinery, LLC; and Savannah Ramirez of Ralphs Grocery Company.



*Kristyn Lawson of Chosen Foods
with Caitlin Tierney of 99 Cents
Only Stores*



*Justin Whitcomb with Del Monte Fresh
Produce, Cesar Valenzuela of Albertsons/
Safeway/Vons, Jeff Roa from Albertsons/
Safeway/Vons and Mihae Finnie from Del
Monte Fresh Produce.*

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Taylor Farms Retail, Inc.
Veg-Fresh Farms

Welcome Bar

West Pak Avocado, Inc.

Golf Towel

Beachside Produce, LLC
Great West Produce Company
Specialty Fresh LLC

Closest to Pin Contest

Perimeter Sales & Merchandising

Individual Longest Drive Contest

Melissa's/World Variety Produce

Hole in One Contest

Consolidated West Distributing

Putting Contest

Umina Bros., Inc.

Most Accurate Drive Contest

Odwalla / Coca-Cola North America

Team Photos

Kern Ridge Growers
Progressive Produce, LLC
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Bradley Hall of Smart & Final, Andrew Bivens, Rob Rasmussen and Jeff Miller of Westlake Produce Company.



Abel Meza of Northgate Gonzalez Markets, Carlos Preciado of Melissa's/World Variety Produce, and Dennis Krondak of Northgate Gonzalez Markets.



Robert Thompson of FreshSource, LLC., Brian Balladares of Ralphs Grocery Company, Basil Reale and Jason Minici of Christopher Ranch.



Brandon Hoover of Albertsons/Vons/Pavilions, Jessica Gagel and Pat Fitzsimons of organicgirl with Trevor Allen of Albertsons/Vons/Pavilions.



Kevin Allen of Pacific Southwest Container, John Savidan of Gelsons Markets, Audrey Dunne of Curation Foods and Pat McDowell of Perimeter Sales & Merchandising.

Championship Tees

- Advantage Fresh
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- Mariani Nut Co.
- Marie's/Ventura Foods
- Melissa's World Variety Produce
- organicgirl
- Pablo's Produce, Inc.
- Peatos
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- Pete's
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- Professional Produce
- Progressive Produce, LLC
- Rainfield Ranches
- Robinson Fresh
- Sonora Farms
- Sunsweet Growers
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- West Pak Avocado, Inc.
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To see more photos, search #FPFCGolf or visit us on Facebook at facebook.com/FPFCorg

CALAVO PUBLISHES SUSTAINABILITY REPORT

Calavo Growers, Inc. has published its first ever sustainability highlights report, covering performance and sustainability-related initiatives across the enterprise (Calavo Fresh, Calavo Foods, and Renaissance Food Group). The report is published on the Calavo website and introduces a new sustainability policy and framework designed to organize environmental and social programs, as well as continuous improvements to optimize waste impact.

In its inaugural sustainability highlights report, Calavo addresses

consumer demand for more environmentally-friendly products, such as organic or fair-trade produce and greener packaging options; additional training programs to ensure all teams are equipped to uphold the company's long-standing values; and plans to centralize environmental data collection to further understand and optimize waste impacts.

To further support sustainability efforts at Calavo, the company has formed a Sustainability Council, comprised of representatives from each of its primary business units, that reports to an Oversight Committee led by Chairman, President and CEO Lee Cole.

"I'm proud to introduce Calavo's first report dedicated to our sustainability efforts. While environmental and social responsibility has been part of our corporate culture for decades, this is the first time we've put together a summary of related activities to share with our stakeholders," stated Cole. "With the growing interest in sustainability from our customers, investors, suppliers and communities, I anticipate this will be the first of many reports to come."

Full access to Calavo's Sustainability Highlights Report can be found on the company website at <http://www.calavo.com> . 🌱

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