

Fresh Digest

A Publication of the Fresh Produce & Floral Council

Winter 2022 / 2023

RETAILER PROFILE:
GROCERY OUTLET'S
DANIEL BELL

FPFC
2ND ANNUAL LUAU
PHOTOS & THANK YOUS

FPFC APPRENTICE
TOURS
ON NOVEMBER 7, 2022



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YEAR-ROUND YAM/SWEET POTATOES



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Fresh Produce
& Floral Council

Fresh Digest

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Fresh Digest

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Features

8

**GROCERY OUTLET:
A TREASURE HUNT
FOR CONSUMERS**

13

**FPFC DECEMBER
CHARITY LUNCHEON
PHOTOS & THANK YOUS**

18

**FPFC
2ND ANNUAL LUAU
PHOTOS & THANK YOUS**

22

**FPFC NORCAL
GOLF TOURNAMENT
PHOTOS & THANK YOUS**

26

**FPFC
APPRENTICE TOURS
ON NOVEMBER 7, 2022**

In Every Issue

4

Editor's View

BY TIM LINDEN

5

Executive Notes

BY DON GANN

6

Council News

FPFC HIGHLIGHTS

Volume 50, Number 4

Winter 2022 / 2023

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EDITOR'S VIEW

By Tim Linden



I Drank the Kool-Aid

For many, many years, I've been advising family, friends and neighbors that they don't have to worry about the pesticides on their fresh produce. I've told them the key to good health is to eat more fruit and vegetables. They don't have to be organic; conventional is fine.

I still stick by that advice when the conversation is simply about personal health. Conventional produce is less expensive than organic produce and it is still better than almost anything else you put in your body from diet foods to vitamins. If cost is your driver, pick up that conventional product and munch away. If you double your consumption, you will lose weight, your cholesterol levels will drop, you will feel better, and on average, you are going to live longer.

The conversation could stop there, as it has for me for most of my career.

But there is a much bigger conversation that revolves around the health of our planet and the ability to continue to farm in the fertile valleys that have been home to our crops for the past 100 years. For the past half dozen years, I have been attending both the Organic Produce Summit and its sister show, the Organic Growers Summit (OGS). I've listened to session after session and learned a lot.

The evidence is overwhelming that the farming methods that have been used by most growers for the past 75 years aren't great for our water supply, the ground and the planet at large. And there seems to be a relatively simple solution. Use

organic growing methods and adopt regenerative farming practices. Those practices create better soil that locks carbon into the ground and ultimately improves our planet. The scientific community has said that using regenerative growing practices can go a long way in helping to solve our global climate change challenge, which is now undeniable.

I drank the Kool-Aid. My scales were tipped this year largely by two speakers at the most recent OGS: Grimmway Farms' President Jeff Huckaby and Scott Park, a regenerative organic certified grower in Meridian, CA. At first glance, these two growers wouldn't appear to have much in common. Grimmway Farms is considered the largest organic grower in the United States, and maybe the world, with about 60,000 organic acres in production, according to Huckaby. Park grows on 23 fields spread over 120 acres about 50 miles north of Sacramento. But both farmers are passionate about organic farming and claim their path to success started by paying attention to their soil. The same soil that can help our planet.

Park began farming 50 years ago and started organic farming about 40 years ago. He notes that when he began using biomass on his ground, added cover crops and diligently used rotation crops, he achieved very good results. His soil improved tremendously, water retention was great and yields went up. He proclaimed that the concept works and that growing crops organically improved his bottom line. "It's profitable. There are no gimmicks or tricks... We use only compost, seaweed and microorganisms."

Huckaby began his organic journey soon after joining Grimmway Farms in 1988 when he was asked to manage the organic division. He revealed that in the very early years, Grimmway's organic carrot fields were yielding only 25% of the volume of a conventional field. Two decades later, organic yields and quality are on par with conventional production. He said building the soil unlocked the secret to organic farming. The company now has a rotation plan that looks five years into the future and plots what each of its thousands upon thousands of acres will be growing. Carrots make the rotation once every three years with one of its other 65 organic crops filling in the other two years. Huckaby said each crop is designed to improve the soil and it does so. Huckaby added that organic sales account for 60% of the company's total revenues.

These two growers have proven that organic production can work on both a large and small scale and be profitable. Maybe there are circumstance that it won't work at all, but it seems unbelievable that only 1% of the farmed land in the United States is devoted to organic farming and regenerative practices. There needs to be a sea change if sequestering carbon in the soil is to put a dent in our climate problem.

Profit-minded growers will provide us with what we want to eat. Consumers who can afford it need to take the leap to organics. Our planet is depending on it! 🌱

EXECUTIVE NOTES

By Don Gann, FPFC President



New Year, New Beginning

For the Fresh Produce & Floral Council, 2022 was a successful year as we came back from two very difficult years caused by the pandemic and its restrictions. As we have said before, there are few things more difficult than succeeding as an events-based organization when there are worldwide restrictions on attending those events.

But the members of our produce community hung in there, and it is a true testament that we had more than 300 attendees at our December Holiday Luncheon at our familiar venue at the Sheraton Cerritos. It was good to revisit our luncheon home for so many years and equally satisfying to see so many familiar faces as well as many new ones.

That luncheon gave us great momentum as we head into the new year. We expect that 2023 will be a great year for the organization as we continue to examine the events that fit the needs of our community. We are going to have our core events, including luncheons in both Southern and Northern California, our always popular FPFC Expo and our golf tournaments in both sectors of the state as well.

Soon, we will be holding a gala event at the Langham Hotel in Pasadena. It will be a dinner but quite different than the annual event we typically hold. Instead, we're set-

ting up the Black Jack tables and the roulette wheels to hold a Casino Night in conjunction with the dinner. We are Calling it "The Heist" with a theme of "Oceans 58" honoring our 58 year history. We will also honor all the past chairs of the FPFC as we pay homage to those who brought us to this point in our evolution.

We are also forging ahead with new opportunities. We are going to hold a "Top Golf" event in September at a brand new Southern California venue. Top Golf is one of the fastest growing entertainment activities in the country, and we believe it will be a great opportunity for our members to get together and network in a new way that will be fun and true to our core goal of bringing our community together.

We are also going to stretch our boundaries a bit and hold a new FPFC Golf Tournament in Arizona. We know there is a thriving produce community in our neighboring state with that territory often served by California grower-shippers, distributors and retailers.

The new year will also see a re-vamping of our website and a rebranding effort involving our logo and the visual presentation of the FPFC to the members and the produce community at large. We are working on those elements currently and should be presenting the new look to our members

in Q1 2023.

Personally, I need to thank this year's Chair Kori Martin of Oppy and all the members of the Executive Committee and the Board. It was with their direction and tireless support that we were able to keep the FPFC headed in the right direction and moving forward. We will have an equally strong team leading the charge in 2023. Michael Schutt of Raley's will be our Chair, with Kori Martin (Oppy), Sean McClure (Professional Produce), Kristen Reid (MIXTEC Group) and Brian Presley (Albertsons) serving as returning members of the Executive Committee. We have also added Rachelle Schulken of Calavo to the Executive Committee serving as our secretary. In addition, Marvin Quebec joins Roger Schroeder as an Honorary Advisor. Marvin has been a great supporter of the Council for many, many years and we wanted to honor him as well as take advantage of his expertise in this advisory role. He is a well respected and vibrant member of the produce industry, and we look forward to his counsel.

Finally, to the members of the FPFC: We know that our success is dependent upon you. We thank those of you who have stuck with us as well as those that have rejoined. Our membership continues to grow and we know we need a robust membership. Hop aboard if you haven't all ready. 🍌



2023 FPFC CALENDAR OF EVENTS

January 18th

FPFC NORCAL MEMBERSHIP LUNCHEON
Castlewood, Pleasanton, CA

February 4th

FPFC "THE HEIST"
Langham, Huntington Ballroom, Pasadena, CA

March 15th

FPFC SOCAL MEMBERSHIP LUNCHEON
Langham, Pasadena, CA

April 26th

**CENTER FOR GROWING TALENT
IFPA COLLAB**
Anaheim Convention Center, Anaheim, CA

April 26th

EXCLUSIVE WEDNESDAY NIGHT OUT
House of Blues Anaheim, CA

April 27th

**FPFC Expo,
CULTIVATING A HEALTHY FUTURE**
Anaheim Convention Center, Anaheim, CA

June 9th

FPFC NORCAL MEMBERSHIP LUNCHEON
Castlewood, Pleasanton, CA

July 18th

FPFC SOCAL GOLF TOURNAMENT
Tustin Ranch Golf Club, Tustin, CA

August 9th

**FPFC SOCAL MEMBERSHIP LUNCHEON
CITY OF HOPE**
Sheraton, Cerritos, CA

September 14th

CALIFORNIA TOP GOLF
Ontario, CA

October 4th

FPFC NORCAL GOLF TOURNAMENT
Wente Vineyards, Livermore, CA

November 10th

ARIZONA GOLF TOURNAMENT
The Phoenician, Scottsdale, AZ

December 6th

**FPFC MEMBERSHIP LUNCHEON
& CHARITY AUCTION**
Sheraton, Cerritos, CA



THE FPFC WELCOMES THE FOLLOWING NEW MEMBERS

Advanced Transportation Services

Marshall Kipp

Sierra Produce

Mike Schiappa

Supreme Berry Farms

Tawne Haynish

Urapa Produce

Daniel McGrath

Urban Trends Collection

Abraham Kashani

FAST START TO FPFC'S 2023

The Fresh Produce & Floral Council will get off to a quick start in 2023 as two events are planned in the first five weeks of the new year.

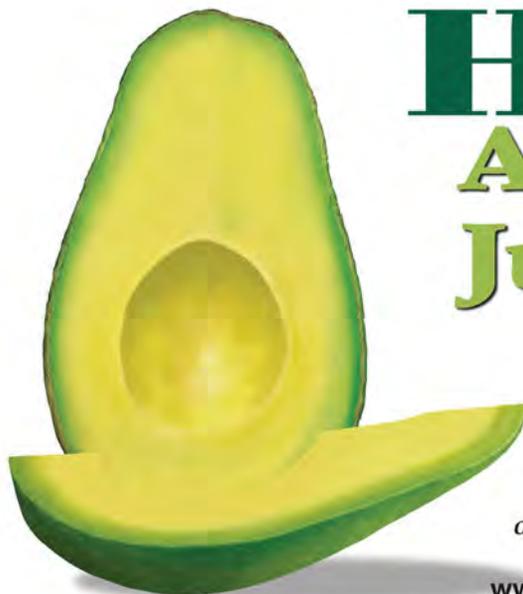
Up first will be a Northern California Membership Luncheon at Castlewood Country Club in Pleasanton on Wednesday, January 18, kicking off at 11 a.m. The always popular luncheon spot returns as the venue with what promises to be an informative and entertaining panel discussion led by Lori Taylor of The Produce Moms. The group is a community of passionate fresh produce advocates with a mission to inspire everyone, especially children, to eat more fruits and vegetables.

Next on the calendar is a Membership Dinner/Casino Night, which will be held at The Langham in Pasadena on Saturday, February 4. It is taking the place of the annual dinner dance but will have a much different feel. It's titled "The Heist, Featuring Ocean's 58" which represents the FPFC's 58th anniversary.

FPFC President Don Gann said the event will be reflective of the new FPFC rather than a replay of the past. "Don't call it a dinner dance, but our members will be able to dress up and spend the night having a great time with their business colleagues," he said. "It's a new event for a new year!" 🌱

FPFC MISSION STATEMENT

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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GROCERY OUTLET:

A Treasure Hunt for Consumers

By Tim Linden

Daniel Bell, the senior buyer for produce for Grocery Outlet Bargain Markets, freely admits that the fast-growing, discount chain store does not try to be “everything for everybody.”

Instead, it offers a plethora of daily opportunities for the discerning shopper looking for excellent quality at a very good price point. “Going through our stores is like a Treasure Hunt,” he quipped, adding there are bargains at every turn.

Bell said Grocery Outlet lives up to its full name and deserves its reputation for having low prices and being an excellent place for shoppers with challenging budgets to meet their weekly food needs. But he said the chain’s customer profile has evolved over the years and today there are many more discriminating shoppers than there were when he began his tenure with the company in 2010.

He classifies customers under two main headings: Need vs. Want. There are those shoppers who truly need to fill their shopping cart with bargains and then there are those who shop many different stores and come to Grocery Outlet driven to the bargains out of desire for the product. “When I started, those in the ‘need’ category were the vast majority,” he said. “Now it’s about 50/50.”

That realization informs Bell’s buying philosophy as well as his daily buying decisions. He explained that Grocery Outlet is known for the excellent bargains in its wine department, which is quite extensive in many of its stores. It often sells top end wine at bargain basement prices as overstocked wineries know it’s a great place to help deplete their inventory. When those “want” customers come to a Grocery Outlet searching for a wine bargain, Bell wants them to see the same top produce brands that they buy in their regular supermarket.

“We partner with some of the best brands in the produce business,” he said. “We sell Mission avocados, Cuties from Sun Pacific, Ocean Mist artichokes and berries from Driscoll’s and Cal Giant.”

These are not just the occasional sale but Bell partners with them all year long to be their regular produce supplier in their signature category. He did say, however, that though Grocery Outlet partners with specific suppliers, it is still open 24/7 for deals from almost any other supplier. In fact, he said the chain’s ability to “spin on a dime” is what gives it the value proposition that it offers to shoppers. “When the market drops and an opportunity presents itself, we are able to react very quickly,” he said.

When Bell was touring one of his stores with this



NOW YOU SEE IT.
NOW YOU DON'T.
*Today's Deals
Are Too Hot To Last.*

ARE WE LOCAL?

Your

Assurance WE ARE

RAISE A
TO SA

Smash!

GROCERY
OUTLET
Buyer's Market

\$3.99

\$2.99

\$2.49



Fresh Digest representative in early November, lettuce prices were through the roof and Grocery Outlet was facing the same pricing decisions as every other produce retailer. How high can you raise the retail price for a head of lettuce?

Grocery Outlet knows it is an important option for many shoppers and it just can't set the price too high. While some retailers were featuring lettuce at \$5.99 a head, Grocery Outlet was at \$3.99. And Bell admitted that particular price point was not a money maker. "We're taking a beating but it's a give and take (between the supplier and the retailer)," he said, noting that when the FOB price comes down, there will be an opportunity to make up the losses.

Besides the proliferation of top brands in the Grocery Outlet produce department, another con-

trast with perception is the chain's robust organic produce department. "It's huge and growing," Bell said, adding that organic produce sales' share of total dollar sales is in the mid-20s percentage-wise. "We can't sell bulk so everything we carry (in organic SKUs) is packaged."

Each store has a NOSH (natural, organic, specialty, healthy) section that features the latest on-trend organic products. Bell said almost all Grocery Outlet's have a solid organic produce offering but some lag behind a bit. "Other stores can't get enough," he said. "Our Truckee store (near Lake Tahoe) can't get enough. That's an old school neighborhood market. The owner-operators are a husband and wife team that live in the neighborhood and they do a great job."

Again, the retailer mostly sources from some of the leading organic suppliers including Veg-Land, 4Earth Farms and Earthbound Farms.

The Grocery Outlet business model has each store being owned and run by an on-site owner. It is typically a husband and wife team or a same-sex couple, but they also have single owner-operators. The operators hire their own staff, and con-

tract with Grocery Outlet to build the store (or resell an existing store) and supply these owner-operators with merchandise.

Grocery Outlet does allow the operators to manage their quantities, but they are encouraged to take advantage of the deals that the buyers come up with on a daily basis, and they are required to buy their produce from the company. But the owner-operator does have discretion concerning what items their individual store carries.

The model appears to be working quite well. When Bell came aboard in 2010 there were 137 stores. Now there are 436 stores in eight states with the majority being in the West in California, Oregon, Washington, Idaho, and Nevada. But the growth on the East Coast is robust, with a 10 percent growth

rate across the country. “We continue to fill in where needed in the West, and are being pretty aggressive in the East, with stores going up in Pennsylvania, New Jersey and Maryland.”

Bell’s personal journey began on Camp Pendleton Marine Base in 1967 as the newly born son of a Marine, who had served three tours of duty overseas, two of which were during the Vietnam War. He grew up in nearby Carlsbad, CA, playing baseball, surfing and fishing. He was an excellent baseball player continuing to play at the community college level until he got injured.

He joined the retail community as a night clerk in the produce department of a North San Diego County Vons after his playing days concluded. It was 1990 and he ended up making it his career but it didn’t start out that way. Bell said an early evaluation from a boss wasn’t very good, but another produce manager set him down the right path. Fernando Terrazas took him to lunch and gave him a pep talk and made him a promise. “He told me, ‘I’ll make sure you

get the hours and you better come in whenever I call you.’ He gave me plenty of hours and I worked every time he asked.”

He got promoted to assistant produce manager and soon found himself at a Del Mar store working with both Terrazas and Hector Avila, another produce manager that was instrumental in his job progression. “That’s where I learned the craft of being a produce manager.”

Over the next several years, Bell worked hard, shifted stores a couple of times and in 1996 was named produce manager of the Claremont store, which is a community within the city limits of San Diego. Next he became produce manager in the upscale La Jolla store.

In the late 1990s, Vons became part of the Safeway family and Bell continued as a produce manager working in the same region. But in 2006, Mil Mijanavich, who had worked with Bell at Vons, was involved with the Tom Thumb division of Safeway in Texas. “He offered me a merchandiser position with the Tex-

THIS IZ peelz SEAZON

DEKOZ peelz SWEET JUICY SEEDLESS 2 lbs
MANDARINS peelz SWEET JUICY SEEDLESS 3 lbs
ORGANIC MANDARINS peelz SWEET JUICY SEEDLESS 2 lbs
BLOOD ORANGES peelz SWEET JUICY 2 lbs
NAVEL ORANGES peelz SWEET JUICY 4 lbs
MANDARINS peelz
CARA CARA peelz

CALIFORNIA'S FINEST GRAPES SAMSONS

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as division and explained exactly what he wanted to do and why I was the right guy for the job.”

Daniel and his wife, Aida, discussed the opportunity and decided it was the perfect time to take on a new challenge, and they moved halfway across the country. After close to five years in Texas and getting a great produce education, Bell was offered a position back in California with Grocery Outlet Bargain Markets in Northern California.

Bell was hired as a merchandiser/buyer and now is the senior produce buyer, managing the department and handling the buying for a number of key categories.

Daniel and Aida live in Roseville, CA and have three sons. His oldest son, Xavier graduated from St.

Mary’s College in Moraga, CA, a few years ago, and his youngest son, Aidan, is currently enrolled in the same school as a freshman. The middle son, Connor, is pursuing his dream as a brew master. Bell loves golf and has a passion for fishing, recently having completed his annual 10-day trip out of San Diego.

He noted that Grocery Outlet has a robust team of very talented people that help him do his job and deserve mention in any story on the company. Matt Reeves heads the produce division as its vice president. Working with Bell on the buying team is an expanding staff that includes Doug Montgomery, Steve Tursi, Justin Yates, Cory Cunningham, Bryan Rivera, Katie Gagnon, Michael Wilson and Trina Martin.

“We have a very good team,” he added. 🌱

FPFC DECEMBER CHARITY LUNCHEON



Wednesday, December 7, 2022

Sheraton Cerritos



Master of Ceremonies, Bryan Presley of Albertsons with Darrin Wadman of Fidelity Melon.

The Fresh Produce & Floral Council held the Annual Holiday Luncheon & Charity Auction on Wednesday, December 7 at the Sheraton Cerritos with more than 300 attendees. With our members in the giving spirit, we raised more than \$60,000 for Brighter Bites and Second Harvest Food Bank of Orange County.

The luncheon began with a silent auction and moved into presentations from Rich Dachman of Brighter Bites and Claudia Keller of Second Harvest Food Bank of Orange County.

2022 FPFC Chair Kori Martin stated “Brighter Bites and Second Harvest both very much align with the FPFC’s mission of connecting people that impact our industry and increasing produce consumption to our communities who need it most; which is why we chose to fundraise for them at this luncheon.”

Proceeding the presentations from Brighter Bites

and Second Harvest, the live auction began with guest auction hosts, Shonna Williams of Cardenas Markets and Marvin Quebec of Quebec Distributing Co. Attendees bid on retail outings from Albertsons, Cardenas Markets, Grocery Outlet, Northgate Gonzalez Market, Raley’s, Safeway, Sprouts, Stater Bros. Markets, and Vallarta Supermarkets.

Thank you to our sponsors of the luncheon, and thank you to our retailer partners that donated their time for the auction: Albertsons, Cardenas Markets, Grocery Outlet, Northgate Gonzalez Market, Raley’s, Safeway, Sprouts, Stater Bros. Markets, and Vallarta Supermarkets.

The next Fresh Produce & Floral Council event is the January 18 Membership Luncheon at Castlewood Country Club in Pleasanton, California. Registration is now open at: <https://www.fpfc.org/event/membership-luncheon-2/> 🌱



Rich Dachman of Brighter Bites.



Claudia Keller from Second Harvest Food Bank of Orange County.



2022 FPFC Chair, Kori Martin of Oppy.

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Dominic DeFranco of Progressive Produce with Michael Schutt of Raley's – save the date for The Heist, Featuring Ocean's 58 on February 4, 2023 at the Langham Pasadena!

Thank You to our December Charity Luncheon Sponsors!

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Roger Schroeder and Patty Knoll of PK Packaging, Bill Laliberte of WJL Distributors with Dick Spezzano.



Mike Casazza of FreshSource with Kent Kuwata of Smart & Final.



Kristyn Lawson of Chosen Foods, Dave Moore of Taylor Farms, Rachele Schulken of Calavo, Scot Olson of FreshSource and Kim St George of Dole Fresh Veg.





Bob Borda of Grimmway Farms/Cal-Organic Farms with John Savidan and John Fuji of Gelson's Markets.



Rich Dachman of Brighter Bites with Jim Leimkuhler.



Susan Matteri, John Romano, Ryan Sanchez of Albertsons with Juanita Galigos of Agtools.



FPFC 2ND ANNUAL LUAU

Tuesday, July 19, 2022

Newport Dunes, Newport Beach

The Fresh Produce & Floral Council held the 2nd Annual Luau, A Mahalo Celebration on Saturday, September 24 at Newport Dunes in Newport Beach, California. All attendees enjoyed an evening of Lokelani's Hawaiian dancers with a special fire performance, Limbo Contest, and Hawaiian T-shirt Contest. 🌺



Attendees were invited on stage to learn how to perform a Hawaiian dance by Lokelani's Hawaiian dancers.

Thank You to our Luau Sponsors!

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Fresh Lei

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Name Badges

Westlake Produce Co.

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Programs

Progressive Produce

Shaved Ice Bus

Oppy

On Site Demo

Natalie's Orchid Island Juice

Limbo Contest

Index Fresh

Event Signage

MIXTEC Group

Pandol Bros.

Hawaiian Shirt Contest

Quebec Distributing Co.

*Mike and Christina Dittenber
of Warren Packaging with their
two daughters, Shyanne and
Sadie Dittenber.*



Mike and Tammy Renzi of Pandol Bros.



*Jessica Gagel and Cassie
White of organic girl and
Debi Orrin of Edge Retail
Sales + Services.*



Dione Webster and Michael Schutt of Raley's with Marvin Quebec of Quebec Distributing Co.



Anthony Innocenti and Carrie Briones of Liv Organic Produce.



Safina Greywal and John Famini of Interfresh with Ed and Virginia Morrison of Litehouse.



John Dmytriw and Susie Rea of IndexFresh.



Chris and Laura Perkins of Albertsons.



Kim and Bill Brooks of Westlake Produce Co. with FPMC President, Don Gann.



FPFC NORCAL GOLF TOURNAMENT

Wednesday, October 5, 2022

Wente Vineyards, Livermore

The Fresh Produce & Floral Council 16th Annual Northern California Golf Tournament was held on Wednesday, October 5 at the Course at Wente Vineyards in Livermore, California. The tournament boasted 144 players with 4 on-course demo stations. The First Place team was Bob Borda, Erick Proffitt, Daniel Russell, and Michael Antongiovanni of Grimmway Farms; Second Place: Jeff Knight (Edge Sales + Retail Services), Mil Mijanovic (Safeway), Rich Thompson (Giumarra), and Geoff Ratto. (Ratto Bros.); Third Place: Marvin Quebec (Quebec Distributing Co.), Davis Dudley (Sprouts), Tyler Colace, and Kelly Strickland of Five Crowns Marketing. 🌻



First Place team: Michael Antongiovanni, Bob Borda, Daniel Russell and Erick Proffitt of Grimmway Farms/Cal-Organic.



Michael Schutt of Raley's with Second Place team: Rich Thompson of Giumarra, Jeff Knight of Edge Sales + Retail Services, Mil Mijanovic of Safeway, and Marvin Quebec of Quebec Distributing Co.



Women's Longest Drive winner, Marylou Ureta of Hampton Farms with Michael Schutt of Raley's and Marvin Quebec of Quebec Distributing Co.



Closest to Pin winner, Luis Gonzalez with Marvin Quebec of Quebec Distributing Co.



Putting Contest winner, Michael Antongiovanni of Grimmway Farms/Cal-Organic with Michael Schutt of Raley's

Congratulations to the Winners!

Closest to Pin:

Luis A. Gonzalez, SunFed

Closest to Pin:

Luis Gonzalez

Men's Longest Drive:

Tyler Colace, Five Crowns Marketing

Women's Longest Drive:

Marylou Ureta, Hampton Farms

Putting Contest:

Michael Antongiovanni, Grimmway Farm/Cal-Organic



Mariani Nut Co. team – Kristen Holden, Darryl Bollack, Rick Rodrigues and Jeff Simmons of Mariani Nut Co.



Bailey Slayton of Country Sweet Produce and Katie Gagnon of Grocery Outlet with Robert Thompson of FreshSource.

Thank You to our NorCal Golf Sponsors!

Goodie Bag

Earthbound Farms

Welcome Bar

Melissa's

Happy Hour Bar

Edge Sales + Retail Services

Cooling Neck Wrap

CDS Distributing

Golf Balls

Sage Fruit

Golf Tee Kit

House Foods America

Nike Giveaway

Avocados from Mexico
Starr Ranch

On Course Demo Stations

Avocado Queen
Gold Coast Packing
Natalie's Orchid Island Juice
North Shore Living Herbs + Greens

Hole in One Contest

USA Pear Bureau

Name Badges

CMC Marketing & Sales

Men's Longest Drive

California Table Grape Commission

Candid Photos

North Shore Living Herbs + Greens

Drink Cart

JMB Produce
Quebec Distributing Co.

Event Signage

Church Bros.
HS&R Fresh

Samples

Bing
Diamond Foods
Litehouse
NatureSweet
Windset Farms
Wonderful Sales



Dave Howald of USA Pear Bureau with Shawn Dagen of HS&R Fresh.



Michael Schutt of Raley's with Rachele Schulken of Calavo and Erick Coronado of Avocados From Mexico.



David Dudley of Sprouts with Marvin Quebec of Quebec Distributing Co., and Dan Holt of Hitchcock Farms.



Myisha Nathaniel of Raley's catching up with Brian Orr of Gotham Greens before the tournament.



Apprentices at the first stop of the day, Local Bounti. L to R – Emma McBride-Taylor (FPFC), Blair Butterworth (Local Bounti), Luis Gonzalez (SunFed), Charles Rowland (Fowler Packing), Baltazar Garcia (Local Bounti), Katie Gagnon (Grocery Outlet), John Grecco (Produce Business), Jared Bernardi (Bonduelle Fresh Americas), Kyle Morris (Albertsons), Joseph Cowle (B&C Fresh Sales), Kyle Lane (Westfalia), Kathleen Ezell (Wonderful Sales), Daniel Rosinski (Progressive Produce), Sandra Aguilera (Calavo).

FPFC Apprentice Tours on November 7, 2022

On Monday, November 7, the 2022 FPFC Apprentices attended three different facility tours in Ventura/Carpinteria, California.

Their first stop was at Local Bounti for an engaging tour with Baltazar Garcia and Blair Butterworth. The apprentices toured their greenhouses and learned more about CEA technology.

Afterward, they moved on to a tour of Limoneira Company with Brett Johnson where they learned about the waxing process and how to tell if your lemons are good or not!

The final stop was at Rollin R Enterprises for a tour with Rolando Nava where they learned more about their storage facilities and how they utilize cross-docking.

Thank you to the tour guides, Baltazar Garcia and Blair Butterworth (Local Bounti), Brett Johnson (Limoneira), and Rolando Nava (Rollin R Enterprises). Thank you to FPFC Apprentice program sponsors, Dennis Gertmenian, Founder & Retired CEO, ReadyPac Foods, and Grimmway Farms. 🌱



L to R: Brett Johnson (Limoneira), Jared Bernardi (Bonduelle Fresh Americas), Kyle Lane (Westfalia), Kathleen Ezell (Wonderful Sales), Joseph Cowle (B&C Fresh Sales), Katie Gagnon (Grocery Outlet), Charles Rowland (Fowler Packing), John Grecco (Produce Business), Luis Gonzalez (SunFed), Sandra Aguilera (Calavo), Daniel Rosinski (Progressive Produce), Kyle Morris (Albertsons), Emma McBride-Taylor (FPFC).



Apprentices at the last stop of the day, Rollin R Enterprises; Jared Bernardi (Bonduelle Fresh Americas), Luis Gonzalez (SunFed), Kyle Morris (Albertsons), Daniel Rosinski (Progressive Produce), Kyle Lane (Westfalia), Rolando Naza (Rollin R Enterprises), John Grecco (Produce Business), Charles Rowland (Fowler Packing), Sandra Aguilera (Calavo), Kathleen Ezell (Wonderful Sales), Katie Gagnon (Grocery Outlet), Joseph Cowle (B&C Fresh Sales), Emma McBride-Taylor (FPFC).

Conventional & Organic Carrots • Navel & Valencia Oranges

A Healthy Pair!



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