

**Visit to PMA Fresh  
Conference and Retail Study  
Tour October 2009**

Felicity Robson  
Harvest FreshCuts Pty Ltd

Project Number: VG09156

## **VG09156**

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Final Report  
Project VG09156  
Visit to PMA Fresh Conference and Retail Study Tour  
October 2009

## Media Summary

Simon Rogers, Helen Commins and Felicity Robson travelled to California to participate in PMA's 2009 Fresh Summit.

One of the largest international events solely dedicated to fruit, vegetables and floral, Fresh Summit draws more than 17,000 attendees from 50 countries annually. The scope and energy of Fresh Summit is astounding. This year was no different. In fact, there was record attendance and booth numbers. There is no other show like it in the world. Attendees - from the entire supply chain - packed the Anaheim convention center to experience all that Fresh Summit has to offer:

- Sold-out exhibition hall featuring the latest products and services in produce and floral
- An insightful educational program covering the hottest issues facing the industry
- Numerous networking opportunities with key decision-makers, receptions, tours

In addition to the formal PMA program, the OneHarvest team arranged their own store and factory tours. Travelling to the US has always been an important part of the inspiration behind OneHarvest's product and service innovation. Fresh Summit provides a central focus for such travel.

Date		Activities
1-Oct	Thu	Arrive in LA - travel to hotel
2-Oct	Fri	Conference - registration - attend Conference retail study tour
3-Oct	Sat	Conference - participate in Conference Sessions
4-Oct	Sun	Conference - participate in Conference Sessions
5-Oct	Mon	Conference - Trade Show
6-Oct	Tue	Independent Retail Tour
7-Oct	Wed	ReadyPac Produce Visit - Irwindale
8-Oct	Thu	Depart LAX
9-Oct	Fri	Arrive Bne

This study tour has a permanent place on the OneHarvest annual calendar for the following reasons -

- Understanding the scope and scale of the US market
- Knowledge transfer to younger people in our organisation, as part of our succession plans
- Re-connect with contacts and colleagues and make new associations
- Identifying consumer and retail trends that have transferability to the Australian marketplace
- Identifying market opportunities for our products in North America

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## Key Takeouts

Key Takeout	Observation	Actions for business and industry
Consumer	Locally produced has replaced Organics as the key marketing message that retailers and suppliers are pushing in the market place.	With such a large country like Australia how do we promote the locally grown message within the constraints of the current supply chain model.
	Over planting of raw material leads to the product becoming an everyday commodity that reduces the retail price lowering margins for all involved.	How do suppliers and retailers manage the supply chain process to ensure that only just enough is grown. Waste is also becoming a big issue for consumers which will drive pack sizes and formats.
	Ready meals are becoming increasingly popular but flavour and quality is just as important as convenience.	Australia is behind the US and the UK for this format. How do we ensure when it hits Australia the fresh produce component is making up a large portion of the product range.
	The biggest threat to fresh is the frozen category. As prices rise in fresh frozen becomes more attractive and the credit has highlighted the need not to wasted food with the shelf life advantage of frozen making it even more attractive.	A clear point of difference needs to be established between the two categories and in these tough economic times we are offering a value equation for consumers.
	Lack of knowledge in consumers to try different products has hampered the success of new lines in the US	Especially in FreshCuts a consumer education program is needed to educate consumers on the benefits and uses of our lines.
	Current trends show people are eating out less and less but want to bring back to the home the recipes and food they were eating out.	Shows like masterchef are adding to this trend. We need to ensure produce make up a big part of these recipes they are cooking at home.
	Health and Wellbeing was seen as a potential area for growth in VAP with consumers getting smarter about the benefits of eating fresh fruit and vegetables.	Does the younger generation need to be educated around the benefits of eating fruit and vege that older generations take for granted.

Key takeout	Observation	Actions for business and industry
Retail	In most supermarkets and quick service restaurants breakfast is seen as the big growth area. FreshCut fruit was prominent in supermarkets and QSR's with fruit commonly mixed with a dip or muesli.	Does five a day need to focus on breakfast as an opportunity to eat more fruit.
	Cross promotions with non grocery lines was common in most stores that we visited	The Grocery areas of supermarkets have a much higher frequency of purchase so how can the produce department capitalize on this.
	Lack of training for staff with most staff only receiving 25 hours training before being put on their own to deal with customers is seen as turn off for shoppers as they come across as showing a lack of knowledge.	How do we increase training for produce staff as they are often the only contact in stores for consumers.
	Supermarkets in the US are seeing consumers shopping less frequently but the average basket price for produce is more for each trip.	This could indicate that people are still time poor and to ensure produce is consumed it is available in a convenient ready to eat format.
	Larger packs were common in the US with a percentage of free leaf being offered. The offer was clearly printed on the packaging making it easy for the consumer to see the offer.	Combined with a recipe idea this is a good way of increasing usage in FreshCut Salads.

Key takeout	Observation	Actions for business and industry
Packaging	Consumers want to relate the people behind the food with plenty of communication seen in store as to where the product was made and also on the pack communication.	This will help promote the fresh aspect and should be done more on pack.
	Stores were trying to cover all purchase occasions with large value bag offers competing with smaller pack sizes for the smaller households	We need to ensure that product offerings take into consideration the younger larger families and the ageing often single person households.
	Resealable bags were also being used on larger bags and communicating that consumers could reseal the bags avoiding wasting food and keeping it fresh for longer.	As food waste is a big issue and larger pack formats are growing this is a solution to this dilemma
	In the US there was a mixture of bags and plastic bowls as the packaging type.	If plastic bowls become common we need to be aware of the waste and recyclability of this packaging format.
	Cardboard sleeves were common on higher retail lines as way of communicating the higher quality of the product being sold.	Again over packaging concerns need to be addressed if this trend is followed.

Key takeout	Observation	Actions for business and industry
Products	Value Added Vegetable lines were extremely popular at the trade show across many different packaging formats steamer bags, microwavable trays and BBQ roasting trays	This ties in with time poor consumers looking for an easy alternative.
	See part 2 of report for different product ideas and packaging concepts.	

Key takeout	Observation	Actions for business and industry
People/talent	PMA FIT model for attracting and retaining industry talent has potential to be expanded to broader audience.	Industry intern programs to be established.
	For the first time, I participated as a mentor for one of the students attending Fresh Summit as part of the Pack Family Career Pathways program. This gave me an opportunity to get real insights into the running of this program and relate how it could work in Australia.	Industry to establish mentor programs for PMA Aus NZ as well as longer term relationships.  PMA Fresh Connections to be start of linkages with universities and colleges.
	Using facebook and other social media to interact with potential recruits to industry and to actively engage with younger people.	Social media has far reaching impact and is widely embraced by millions of users. Industry and business to learn about using this new media to build brands and engage people. No-one is doing this well in Australia – the landscape is quite bare.
	Programs must have structure and form and follow process to ensure consistency across all participants. Participant briefings to be included in program.	Documentation from Career Pathways program attached. To provide outline for programs going forward.

Key takeout	Observation	Actions for business and industry
Industry	Commodity group and regional politics can be aside for the greater good of the industry, in particular where common issues and opportunities are presented.	Id issues that cross between a number of commodity/regional groups and address as consolidated front on behalf of all horticulture.
	PBH has not delivered on increasing fruit and veg consumption.	Re-address go for 2&5 program. Annual consumer research to be conducted to understand and measure consumption patterns.
	All of supply chain engagement in PMA. Competitive issues not brought to table. Collaboration for good of industry.	All parts of supply chain to be encouraged to become members of local PMA. HAL to be driver to have commodity groups involved. Remove 'industry' groups as vernacular – we are all part of the horticulture industry.
	High support for local branch of PMA to be established in Aus-NZ. Opportunity to share ideas, systems and processes with US.	Media release relating to PMA Aus-NZ attached.



## Key Messages from Condy

- ✎ What seems impossible one day, may be inevitable the next
- ✎ It doesn't matter where you come from, it's where your are going
- ✎ Keep perspective when faced with tumultuous times
- ✎ Today's headlines and history's judgement are never the same
- ✎ That can wait til tomorrow
- ✎ When you wake up every morning, ask yourself 'am I asking my people to do things that I wouldn't do?'



## Career Pathways Program

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Provided by the PACK FAMILY and 

## Pack Family/PMA Career Pathways Fund Industry Advisors' Best Practices

*2009 will celebrate the sixth year of the Pack Family/PMA Career Pathways Fund. This guide was created to ensure that both you and your student get the most out of this program.*

### About Your Responsibilities

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#### Prior to Fresh Summit

*Call Your Student* – 30 minutes

**Advisor Responsibility:** Required.

**What to Expect:** Your student will be provided with your name, contact information, and a short biography. During your conversation ask about the student's interests and background. Inquire after the student's goals in attending Fresh Summit and begin thinking of how you can help your student achieve and exceed them! The Foundation will provide a goal-setting sheet to help guide you through your conversation.

Thursday, October 1, 2009

*Pack Program Reception* – 1 hour (5:00 – 6:00 PM), Convention Center, Room 204A

**Advisor Responsibility:** Attendance is highly recommended.

**What to Expect:** This reception is an informal time to mingle with students and faculty. Because not all advisors will be able to attend, please make an effort to speak with individuals in addition to your assigned student.

**Note:** This reception takes place immediately following a program orientation that reviews what the students will be going through throughout the program. PMA FIT campaign contributors and the Packs will also be in attendance.

Friday, October 2, 2008

*Lunch and Goal Setting* – 1 and a half hours (1:00 PM – 2:30 PM) Convention Center, Ballroom

**Advisor Responsibility:** Required.

**What to Expect:** Upon your arrival, please take a seat at a reserved table at the front of the room (marked for the Pack program). Arrange the time(s) that you and your student will walk to the show floor together. Discuss any particular companies/individuals that the student would like to meet. The Foundation will provide a goal-setting worksheet to help guide you through your conversation.

Saturday, Sunday, and Monday, October 3, 4 and 5, 2009

*The Exposition* – 1 hour (At your discretion during show hours)

**Advisor Responsibility:** Required.



**What to Expect:** – Make time to walk the show floor with your student. Undoubtedly, one of the student's goals will be to meet specific people and companies during the exhibition. Help make your student feel comfortable asking questions and networking.

**Note:** This is one of the highlights of the program for many students. If you are unable to make time to walk to the show floor with your student, please ensure that you find someone else who can. The Foundation will provide a list of all participating industry advisors and their contact information for this reason. You may also choose someone else from your company, who is not an advisor, to help the student learn and network.

**Additional Suggestions:**

- Make sure you introduce your student to others in the industry, especially those who represent an area of interest for him or her.
- Help your student network by scheduling time with other industry members.
- Invite your student to accompany you to your business meetings and evening functions if you can.
- Talk to other advisors to learn how you and your students can get the most out the program.
- Stay in touch after Fresh Summit. Check in to see how your student is doing occasionally. Help them in their career search if asked.
- Invite your student to visit your organization either before or after Fresh Summit.

## Goal Setting Worksheet

Asking a few questions can help both you and your student get the most out of the Pack Family/PMA Career Pathways program. This worksheet is intended to help guide your conversations both prior to the event as well as onsite.

*Phone Interview –Prior to Fresh Summit have a telephone conversation with your assigned student. On the call introduce yourself and explain your role as an industry advisor. Below are some questions to help guide your conversation.*

1. Why did you choose to study agribusiness/food marketing?
2. What is your knowledge of the produce industry/Fresh Summit? Supplement their knowledge.
3. Why did you apply for this scholarship?
4. What are your long-range and short-range goals/objectives, career or otherwise?
5. When and why did you establish these goals?
6. How are you preparing yourself to achieve them?

*Onsite – On Friday at the goal setting lunch session become more familiar with your student's interests and goals. If you haven't already given him or her an overview of who you are and what you do, now would be a good time to do it. Below are some questions to help guide your conversation.*

1. What would you like to get out of your Fresh Summit experience?
2. Have you identified any specific people or companies you would like to meet?
3. What would you like to accomplish while walking the show floor?
4. Are there any workshops that are of particular interest to you?
5. Do you have any questions about the industry or my career path?

Pack Family/PMA Career Pathways Agenda  
 October 1-5, 2009  
 Anaheim, CA USA

Thursday, October 1		
4:00 p.m. – 6:00 p.m. Center, 204A	Orientation and Reception	Anaheim Convention
6:30 p.m. – 8:00 p.m. Rainforest Café	Dinner and Networking	Downtown Disney,
Friday, October 2		
6:30 a.m. – 9:00 a.m.	Live FIT 5K Walk and Run	Marriott Hotel
11:15 a.m. - 12:45 p.m. 208B	Industry Overview	Anaheim Convention Center,
1:00 p.m. – 2:30 p.m. Center, Ballroom	Lunch General Session and Goal Setting	Anaheim Convention
2:45 p.m. – 4:45 p.m. 208B	Career Path Panel Discussion	Anaheim Convention Center,
6:00 p.m. – 8:00 p.m. Platinum Ballroom	Welcoming Reception	Anaheim Marriott Hotel,
Saturday, October 3		
7:30 a.m. – 9:20 a.m. Center, Ballroom	Breakfast General Session	Anaheim Convention
9:35 a.m. – 10:50 a.m. Center, 208B	Tips of the Trade: Landing a Job in Produce	Anaheim Convention
11:00 a.m. – 1:00 p.m. Marquis Center	Career Fair	Anaheim Marriott Hotel,
1:00 p.m. – 5:00 p.m. Halls A-D	Exposition	Anaheim Convention Center,
5:30 p.m. – 7:30 p.m. Center, 204B	40 Under 40 Reception	Anaheim Convention
Sunday, October 4		
7:30 a.m. – 4:30 p.m. Center	Career Fair	Anaheim Marriott Hotel, Marquis
7:30 a.m. – 9:00 a.m. Center, Ballroom	Breakfast General Session	Anaheim Convention
9:15 a.m. – 10:45 a.m.	Conference Workshop: Be the Leader Others Follow	
	Anaheim Convention Center, 213 BC	
11:00 a.m. – 11:45 a.m. Convention Center, 204 C	Young Professionals: A Glimpse from the Inside	Anaheim
11:45 a.m. – 3:45 p.m. Halls A-D	Exposition	Anaheim Convention Center,
4:00 p.m. – 5:30 p.m. 208A	Recap Meeting	Anaheim Convention Center,
5:30 p.m. – 7:30 p.m. Sunset Deck	International Partners Reception	Hilton Anaheim Hotel,

Monday, October 5

8:00 a.m. – 9:45 a.m.

Breakfast General Session

Anaheim Convention

Center, Ballroom

10:00 a.m. – 2:00 p.m. Exposition

Anaheim Convention Center,

Halls A-D

## Media release

PMA Australia-New Zealand begins operations Oct. 1 with new board of directors, executive staff

October 05, 2009

FOR IMMEDIATE RELEASE

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*Anaheim, Calif.* — Produce Marketing Association's (PMA) first international affiliate — PMA Australia-New Zealand (PMA A-NZ) — officially began operations on Oct. 1, association leaders announced to a worldwide produce audience Oct. 3. The announcements were made at the association's 2009 Fresh Summit International Convention & Exposition, being held Oct. 2-5 in Anaheim, California, USA.

PMA President & CEO Bryan Silbermann introduced the affiliate's local Board of Directors during his annual "State of the Industry" address on Saturday, Oct. 3. The 12-member board was elected last month from a slate of 23 candidates.

"There is a clear two-way value proposition because so much can be learned from each other," Silbermann said in welcoming the affiliate and its new board. "Especially in our global community, the future of trade will rely as much on the fruit of the mind as on the fruit of the land — this industry is increasingly about what you know, rather than what you grow."

The board includes nine representatives from Australia, and three from New Zealand:

- Chairman Michael Simonetta, Perfection Fresh Australia, Homebush, Australia;
- John Baker, Produce Marketing Australia, Croydon, Australia;
- Fabian Carniel, Mulgowie Farming Company, Laidley, Australia;
- Leo Lynch, Lynch Group Australia, Moorebank, Australia;
- Paul Moraitis, Moraitis Group, Sydney, Australia;
- Robert Nugan, Fresh Produce Group of Australia, Sydney, Australia;
- Felicity Robson, OneHarvest, Brisbane, Australia;
- Craig Spencer, Carter & Spencer Group, Rocklea, Australia;
- Darren Weir, Woolworths Supermarkets, Baulkham Hills, Australia;
- Kerry Wells, MG Marketing, Riccarton Christchurch, New Zealand;
- Jeff Wesley, Turners & Growers, Ltd., Auckland, New Zealand; and
- Kevin Wilcox, A.S. Wilcox and Sons, Ltd., Auckland, New Zealand.

Simonetta, who previously served as chairman of the PMA Australia-New Zealand Country Council, was chosen to be chairman of the new affiliate. At its first meeting later this month, the board will elect a vice chairman and treasurer/secretary.

“The time was right and our industry was ready to take PMA’s work here to the next level, to better serve our local membership while expanding our connections with the global produce industry,” said Simonetta.

PMA outgoing chairman Dave Corsi of Wegmans Food & Pharmacy recognized PMA A-NZ’s Founding Sponsors to date during his farewell address at Oct. 3’s general session. These companies are each contributing \$10,000 Australian per year for three years to support the affiliate’s operations:

- Addamo Fresh, Pty., Ltd.;
- Brisbane Markets;
- Carter & Spencer Group;
- CHEP;
- CostaExchange Limited;
- edp Australia Pty., Ltd.;
- Fresh Produce Group of Australia;
- IGA Fresh;
- Perfection Fresh Australia;
- MG Marketing (LaManna Group);
- Moraitis Group;
- One Harvest;
- Salad Fresh, Pty., Ltd.;
- Woolworths Supermarkets.

“We applaud these visionary companies for their support of the affiliate, and for the future of the Australia and New Zealand produce industry,” said Simonetta.

Michael Worthington named executive manager

PMA also announced that a well-known local industry leader has agreed to staff and operate PMA A-NZ. Michael Worthington, who served on the PMA Australia-New Zealand Council for the past three years and has been closely involved with PMA in getting the affiliate established, took over the affiliate’s administration on Oct. 1.

His responsibilities include providing the full range of administrative functions for the new affiliate, including supplying executive services to the new board of directors and associated task forces, undertaking local member relations, sourcing and delivering relevant information for the local trans-Tasman industry, managing the annual Fresh Connections conference and handling local media relations. Worthington will also work closely with PMA’s U.S. headquarters staff to help build and strengthen the two-way partnership. His office is located in Melbourne, Australia.

“Michael is well respected and well connected throughout the region, so he was the logical choice to administer the new affiliate,” said PMA’s Silbermann. “Our headquarters staff has been working with him to make sure he has the support he needs to hit the ground running.”

The affiliate will help provide benefits and services tailored to the needs of the market, initially concentrating on these priorities previously identified by the country council:

- Fresh Connections events, offering unsurpassed networking opportunities;
- Fresh Forums, to share information on hot topics via workshops that will be held in key areas in Australia and New Zealand;
- attracting, developing and retaining industry talent, including encouraging students to consider careers in produce, and providing materials to keep and foster the professional development of current employees; and
- creating a repository for quality information directly relevant to the Australian and New Zealand produce and floral industries.

Current PMA members with Australia or New Zealand addresses will automatically become members of the new affiliate on Oct. 1. Beginning Oct. 1, PMA members in Australia and New Zealand should submit their PMA dues payments to the affiliate, and prospective members should submit their applications to the affiliate.

#### About PMA Australia-New Zealand (PMA A-NZ)

Founded in 2009, PMA Australia-New Zealand is the first international affiliate of the global produce and floral industry's leading trade association. The affiliate's mission is to represent the 115 PMA members from across the Australia and New Zealand produce supply chain, by providing benefits and services tailored to the needs of the Trans-Tasman market. The affiliate's official Web site is coming soon.

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#### About Produce Marketing Association (PMA)

Founded in 1949, the Produce Marketing Association is the leading trade association representing nearly 3,000 companies from every segment of the global produce and floral supply chain. Members rely on PMA year round for the business solutions they need to increase sales and consumption, build strong professional relationships, and expand their business opportunities. For more information, visit [www.pma.com](http://www.pma.com).



# PMA 2009

*“Doing more with Less”*





# STORES & KEY TAKE OUTS



# Gelson's Supermarket

- Mache Tub Range
  - 100% Mache Rosettes
  - Mache & Herbs
  - Mache Red Romance



# Vons's Supermarket

- Kit ideas
  - Asian Fusion
  - Mediterranean
- Grab and Go Fridge concept



# Pavillion's Supermarket

**Pavillions** is a grocery store banner used by Vons, a [supermarket](#) division of [Safeway Inc.](#) in [Southern California](#). Although similar to [Vons](#) stores, Pavillions markets are more upscale and feature a larger selection of [organic food](#), [wine](#), and other speciality foods. The stores also tend to be larger than the typical Vons store. The chain consists of 32 stores exclusively in [Southern California](#).



- 'Eating Right' Range- private label for Safeway
  - Freshcut salads
  - Juices
  - Frozen Meals
  - Canned fruit & Veg



Health claims on the bag.



# Alberton's Supermarket

- Vegetables with Butters range “Fresh-tables”
  - Squash/Pumpkin with Cinnamon Butter
  - Broc & Carrots with Garlic Butter
- large round butter piece 5cm diameter and 1cm thick



# Alberton's Supermarket

- Sargento 'Salad/Potato Finishers' Range
  - Bags of condiments



Cheddar Bacon- cheese, croutons, bacon



Bistro Chicken- chicken, cheese, toasted almonds



Potato Finisher- Cheese sauce, bacon, shredded cheese

# Fresh & Easy Supermarket

**Fresh & Easy**, or, in full, **Fresh & Easy Neighborhood Market**, is a chain of small [supermarkets](#) on the [West Coast of the United States](#). It is a subsidiary of the [UK](#)-based retailer [Tesco](#), the world's third largest retailer, and is Tesco's attempt to expand into the [United States](#).<sup>[1]</sup> It has plans for rapid growth - the first stores opened in November 2007 and there are now (May 31, 2009) 120 stores in Southern [California](#), [Arizona](#) and [Nevada](#).

- Chilled ready meals- stirfry & rice concept



- Snack packs with produce



# Fresh & Easy Supermarket

- Leafy Bowls





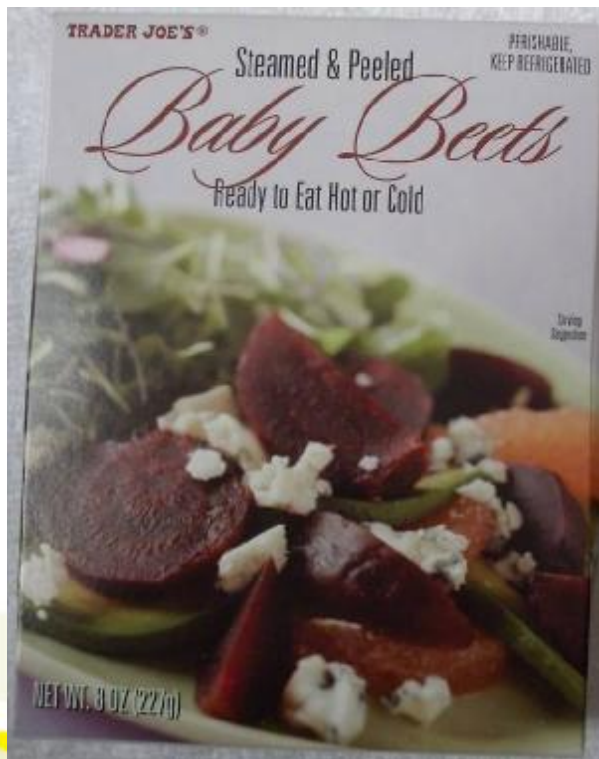
# Costco Supermarket

- Whole iceberg leaf san choi bow kit



# Trade Joe's Supermarket

- Steamed & peeled Beetroot product- microwaveable pouch
- Combo pack of dips- wet salad combo pack packaging.



# Trade Joe's Supermarket

- Re-sealable bag packaging



# SITE VISITS

## Two Chefs on a Roll



PMA TRADESHOW  
ANAHEIM, CA  
2009

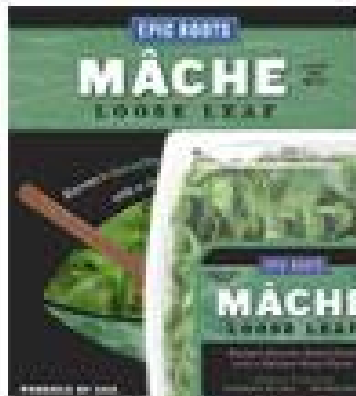


# Epic Roots

- § Salad Savoy
- § Chard Stem
- § Mache

## CHARD MIX

BRIGHT LIGHTS™ CHARD, SALAD SAVOY™



# Earthbound Farms

## § Heirloom lettuce trays

*Organic salad Kits*

**Great news!**  
Our salad clamshells  
are now made from  
recycled bottles.   
[Learn more](#) ▶



# Cavendish Produce

- § Foil BBQ Potato- gold foil, 3 potatoes per pack
- § Individual microwave potatoes





# Grimmary Farms

§ Yellow carrot shred



# Eat Smart- Apio

- § Ready to Go soups, salads, noodles, veg melts
- § Produce based convenience range
- § Summer & winter offerings
- § [www.apio.com](http://www.apio.com)



# Eat Smart- Apio

§ Tall, skinny stirfry and veg bags

§ Shred Salad Kits

- > Broc Kit
- > Asian Kit



# Mann's

## § Simply Singles foodservice boxes



# Sargento

- § Kit condiment packs “Salad Finishers”
- § Promo opportunities with whole head
- § Up sell consumer to kits



Cheddar Bacon- cheese, croutons, bacon



Bistro Chicken- chicken, cheese, toasted almonds



Potato Finisher- Cheese sauce, bacon, shredded cheese



# Dole

- § New packaging
- § Flavour profiles & textures on packs
- § Info booklet- idea for putting in bags?
- § Stuffed mushrooms
  - > Southwest, Spinach & Cheese, Bacon & Cheese
- § Kits- 'Selection of the Season'
  - > Autumn- Pumpkin Harvest Vinagrette, Pumpkin Seeds, Dried Cranberries, Croutons.



# Renaissance / Garden Highway

## § Vege mixes in clamshells

- > Soup mix, slow cooker mix
- > Sweet potato with butters, vegetable melts, butters
- > BBQ Grill range in trays



# Tanmura & Antle

## § Artisan Lettuce tubs

- > 4 mini whole heads.
- > Oak, Tango & Gem. Red & Green
- > Application for kits? Sachet or shred included.





# Greenline

- § Sweet Potato Microwaveable packs- cubes of sweet potato. No butter.
- § Topped & Tailed green bean bags.



# Taylor Farms

- § Salad bags- large carrot shavings in salad mixes.
  - > Baby Spinach Blend- spinach, carrot shavings, raddichio
  - > Farmer's Market Salad
  - > Family Favourite Salad
  
- § Leafy Bowls
  - > BLT salad bowl- bacon, lettuce, sundried tomatoes
  - > Healthy version of simply salad idea- salad leaf, raisins, croutons, vinaigrette.



# Green Giant

§ Sweet Potato Cubes

§ Individually wrapped microwave potatoes



28

# Missionero

## § Whole Head Kits

- > Butter lettuce
- > Iceberg Wedge
- > Whole baby cos leaves
- > San choi bow concept



# Ready Pac

- § “Ready Snacks” Savoury Snack range
- § Microwaveable Spinach bags



# Woolworths Feedback

§ Walked the floor with Darren Weir for 1hr

§ Products of interest:

- > Microwaveable veg with butters- Renaissance
- > Steam in a bag potatoes- red & white
- > Sliced onion rings for summer
- > Calypso mango ice creams in freezer section
- > Interested in eat smart convenience range
- > Big bag salads- present 3 options
- > Carrot & Celery sticks in water
- > Salsa dice
- > Overpackaging is key
- > Prepared cryovac beetroot
- > Whole leaf kits- need to make premium and differentiate from kits



# Woolworths Feedback cont.

## § Products of interest cont. :

- > Draw type shelf units for freshcuts
- > Sweet potato with butters
- > Summer kebabs- veg with skewers
- > Salsas, bruschettas
- > Meat dept
- > Book a concept presentation with Darren and freshcuts BM

## § Product tiering and packaging project at WW

- > Premium, Quality & Value
- > Value= current market value but better on pack communication
- > Quality= same spec as today, comm on pack 'Bought to you by HFC- pic of farmer or Rob etc= telling the story
- > Premium- new range



# Coles Feedback

§ Walked the floor with Jim Jennings for 1hr

§ Products of interest:

- > Snack packs- carrot sticks, celery sticks with dips and fruit
- > Entertaining Trays for Xmas- 4wks- fruit, veg, dips
- > Salsa's, Cut onions
- > Fresh tamarinds
- > Whole head kits- yes
- > Mann snacks- produce snack packs and shelf ready cartons
- > Dole communication on packs
- > Slow cooker packs of cut veg
- > Curved shelf units for produce

