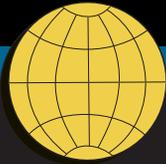


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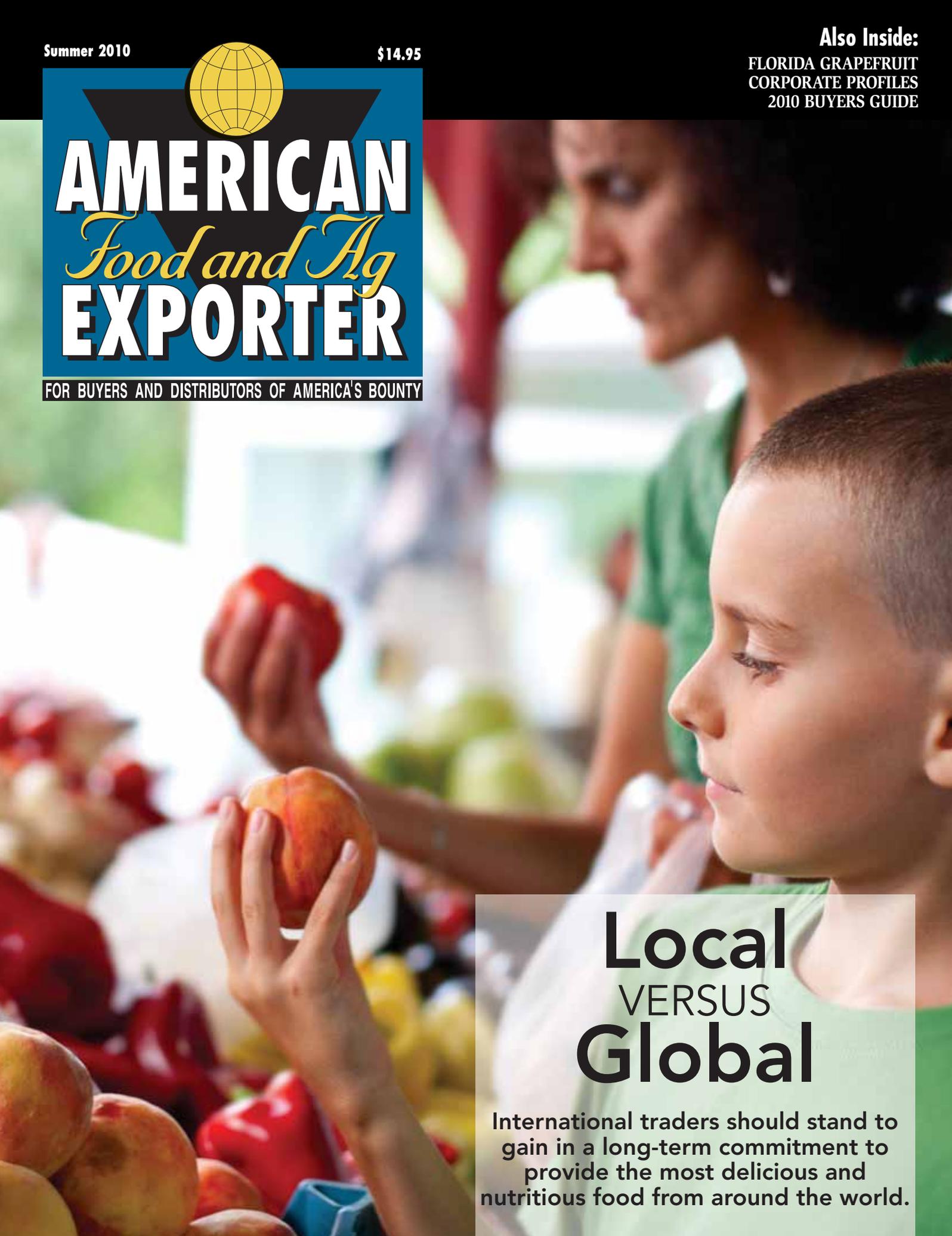


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E Pluribus Unum

Local Now, Exported Later

The demand in the United States for locally grown food is certainly growing. How could it be otherwise when every form of elite opinion, right up to the First Lady of the United States, Michelle Obama, is preaching the virtue of "local." The media is filled with experiments in which reporters try to be locavores, eating food only grown and produced within 100 miles of their homes or from the local food shed — it is all the rage. Debate continues to heat up as to what the proper definition of local is, with some supermarkets and food-buying groups insisting on food procured within the states in which they have operations, while others insist on a set distance from the final sales destinations. Some might even just say that items grown in the United States qualify as local.

Whatever definition they choose, anyone who actually lives by the local ethos must miss out on healthy and delicious foods from around the world. Imagine never having tried Champagne — which, if it is to be labeled as such, must be from the Champagne region of Northeast France — a British Stilton or a Florida grapefruit. Any buying restriction on where food comes from is a restriction on taste experiences and so, in a figurative sense, impoverishes people who are deprived of these experiences. Of course, it is not just figurative. Every restriction is also a restriction on economic opportunities, as mandates for local purchasing function as a trade barrier.

As an international trader of food, you may have also witnessed certain biases for locally grown product, and we would love to hear from you, especially if your business has been affected. [Please send a note to kwhitacre@americanfoodandag.com] Regardless of any local biases, the future of international food trade, and specifically, trade with the United States, is most promising. That is because, in the end, economies of scale will ultimately win the game, and fortunately, packaging and shipping innovations will make the best tasting local products available internationally. As concluded in this edition's "Local Versus Global" cover story by Editor-in-Chief, James Prevor, "Traders... help growers and producers in every corner of the globe rise to compete with the best."

On a recent trip to South Carolina, I visited a few peach growers who were winding down their summer harvests. The peaches coming out of the South Carolina fields were outstanding. To many Americans, South Carolina is not even known as a peach-growing state because the leading supermarkets in many states prefer to buy their tree fruit from California shippers who can supply a larger array of tree fruit items, including plums, nectarines, pluots, etc. But South Carolina is poised to surpass California in peach production! This year's crop will approach 90 percent of California's supply and from my conversations with the growers in the state, there is nothing stopping them from out-producing California in the next five years.

What does this mean for international trade? Well, as production grows of this "local" wonder, it becomes a viable alternative for those looking for American peaches, especially markets that prefer to ship from an East Coast port. Packaging and shipping innovations will also facilitate shipping ripe fruit that will further improve the consumer eating experience and boost demand for those U.S.-grown peaches.

The advent of the local movement may bring opportunities for international marketers who pay close attention to production patterns and are flexible enough to introduce tasty alternatives to product from traditional export areas. Maine broccoli, Kentucky lettuce, Michigan poultry, Missouri beef... it's all out there, and demand is growing. Thought of properly, the growth of regional food producers in the United States creates opportunities for international buyers to broaden their product lines. That can be a win for American producers, international traders and consumers across the globe. ☉



Kenneth L. Whitacre
VP Publishing/Editorial Director

Kenneth L. Whitacre

Summer 2010

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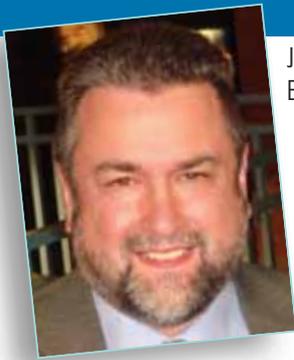


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James E. Prevor
Editor-in-Chief



FROM THE EDITOR

James E. Prevor

Dose Of Divided Government

As we approach the end of the year, we also approach the American mid-term elections. For those who have lived in parliamentary systems, the mid-term Congressional elections may produce an odd result: the Congress, or at least one house of the Congress, is likely to switch parties, but President Barack Obama still has two years left in his term. So we may have a dose of divided government.

Most Americans are just fine with that. They believe Lord Acton was right when he said that “Power tends to corrupt, and absolute power corrupts absolutely.” So Americans like one party to keep an eye on the other.

Although it is common for the President’s party to lose seats in a mid-term election, this year there is something more dramatic at work. President Obama and the Democratic majorities in the House and Senate have passed a great deal of legislation — notably the Health Insurance bill popularly dubbed “ObamaCare,” and they have done so in the face of polls that show most Americans are opposed to these policies.

Opposition to this expansion of government by the Democrats, combined with disgust at the last Republican majority in Congress for losing all spending discipline, has led to the formation of a citizen movement known as “The Tea Party,” named after the Tea Party staged in Boston Harbor in 1773 as a protest against the British tax on tea in the days leading up to the American Revolution.

There is a great sense of “buyer’s remorse” among Americans regarding the election of Barack Obama. He was once seen as a kind of antidote to George W. Bush. He was thought to be smarter, cooler and analytical. He could articulate the yearnings of Americans and could approach the rest of the world with friendship and respect.

Almost two years into his presidency, there is a disconnect. Part of it is that he has not succeeded in turning the economy around. That may be an unfair expectation but, in America, politicians take credit for the sunshine, so it is not surprising they get blamed for the rain.

Beyond a lack of success, though, the substance of his policies seems to be moving America upon a road most Americans see as alien — toward bigger government and a more robust safety net. Many Americans suspect that Obama would like America to be more like Sweden. But Americans are not Swedes.

Beyond his failures and beyond the substance of his policies, Americans who once projected the personality of their choice upon an almost

unknown Barack Obama now see him as somewhat distant. Too cool and collected, not filled with the passion that connects with the “man on the street,” he seems detached, cerebral, and it is not even clear that he enjoys the job anymore.

The election of Barack Obama was an historic moment... the first African American to be elected President of the United States. Being black did not hinder him in the election; it actually helped him. His campaign successfully aligned itself with the great national mission of expanding our democracy. If the vote was once restricted to white, male landholders, the rising to the highest office in the land of an African American was, symbolically, a completion of the Constitution, a justification for the Declaration of Independence and a crown giving purpose to the blood shed at Gettysburg and in the Civil War.

Now, many Americans think he was just too inexperienced, too much of an ideologue and too foreign from American concerns and mores. They think they made a mistake in electing him.

The polls indicate massive shifts with the Republicans picking up hundreds of state legislative seats, a landslide in the House of Representatives and among the nation’s governors; the Senate could switch control as well, though that is hard because Republicans are starting at very low levels and only one-third of the Senate seats are elected in any given Senate election. If it transpires, it would be a dramatic rebuke to President Obama and a rejection of his policies.

Of course, it was not just Americans who looked to Barack Obama as an agent of hope and change. People around the world — and their governments — thought he would be more willing to consult.

Yet our sense is that the world has grown a little disappointed as well — perhaps because consulting and speech-giving are not enough. Just as Americans do not want to be Sweden, the truth is that the world doesn’t want America to be Sweden either.

The world needs an aggressive and strong America, one fighting to keep stability in the world, while pressing for liberty to expand its influence — an America that pushes for free trade, but also has the ability and willingness to keep the sea lanes open.

It is a delicate balance. As now-retired General and Secretary of State Colin Powell once said of America: “One of the fondest expressions around is that we can’t be the world’s policeman. But guess who gets called when somebody needs a cop.”

**Americans like one party
to keep an eye on the
other.**

Mr. Prevor invites your comments, questions and inquiries for products or supplies. You may call, write or fax Mr. Prevor by using the numbers on page 3 of this issue or by sending an e-mail message to JPrevor@phoenixmedianet.com

Transitions



John B. Sanfilippo & Son Inc. Elgin, Illinois

Marketing veteran, **Howard Brandeisky**, has joined the company, which is a leading processor, marketer and distributor of nut-based snacks, as vice president of global marketing and innovation. In his new role, Brandeisky will lead marketing and innovation for the company's Fisher, Orchard Valley Harvest and Sunshine Country brands, as well as private label brands across all channels in which the company competes. He spent more than 20 years at Kraft Foods in a variety of brand management, new product development, strategy and finance roles.



Driscoll Strawberry Associates Inc. Watsonville, CA

Oscar Ramos has assumed the role of general manager of Driscoll's of Chile. Previously the director of operations in Jalisco for Driscoll's in Mexico, he has extensive experience in operational and production activities.

New Products



New Packaging Decreases Plastic Use

Rez-Tech Corp., a Kent, Ohio-based manufacturer of PET and vinyl plastic containers, utilizes new packaging-specific CAD-CAM software that enables significantly less plastic to go into the manufacturing process due to improved jar geometry, design ribbing and stimulation and other design techniques. This maximizes strength and performance for required stacking, while minimizing material and cost.

Circle Reader Service # 800



Natalie's Orchid Island Juice To Attend SIAL

Natalie's Orchid Island Juice Company will attract the attention of juice lovers everywhere when the company shows its juice line at the SIAL Food Show, October 17-22, in Paris, France. Recently selected as the Best Tasting orange juice in America by *Good Housekeeping* magazine, Natalie's will be representing fresh-squeezed Florida produce in the USA Pavilion. The company will also be offering Natalie's Juice Blends, which include Blackberry Limeade, Orange Mango Peach, Pineapple Ginger Orange, Orange Raspberry, Cranberry Orange and Sweet Florida Grapefruit and Honey.

Circle Reader Service # 801

Announcements



Pizza Inn Continues Expansion Into Middle East

Pizza Inn, an international pizza restaurant chain based in The Colony, Texas, with more than 300 restaurants in 123 countries, has opened two new restaurants in Saudi Arabia. Located in Riyadh and Jeddah, the locations are the first to open as part of a recent Master Licensee Agreement with United Food Company, a subsidiary of Abdullah Abunayyan Group. The agreement calls for the development of 44 locations throughout Saudi Arabia and will bring the total number of Pizza Inn locations throughout the Middle East to more than 100.

Circle Reader Service # 802



Korea Accepts Fresh Idaho Potatoes

After four years following the PCN (Potato Cyst Nematode) find, Korea has finally reinstated Idaho as an eligible state for shipping fresh table-stock and chip-stock potatoes. The success came as a result of a concerted effort on the part of the Idaho Potato Commission (IPC), National Potato Council (NPC), and the United States Potato Board (USPB) through the national "phytosanitary initiative." The final effort to reinstate fresh Idaho potatoes was a visit by an inspector from the Korean Ministry of Agriculture in June, who spent a week viewing the quarantine areas, witnessing samples being taken and learning about the efforts that have gone on since the small find was initially reported.

Circle Reader Service # 803

Announcements

Circle Reader Service # 804



Price Break Offered For Export Of Catalytic Generators

Global Cooling, Philadelphia, Pennsylvania, announces that World Famous Catalytic Generators and Ethy-Gen concentrate are available at special prices for export from the USA. The Catalytic method provides non-pressurized and safe ethylene gas on a continuous basis for uniform ripening and degreening. With the reasonable cost of Catalytic Generators and Ethy-Gen liquid, there is no reason to use calcium carbide or ethephon. Ethy-Gen liquid is available in 1-quart bottles, packed 12 to a case.

Circle Reader Service # 805



Chef Seminar Puts U.S. Potatoes On Asian Plates

U.S. table-stock potatoes are popping up in new forms and new dishes at restaurants throughout Asia, thanks to an annual chef seminar organized by the Denver, Colorado-based United States Potato Board (USPB). Just a few months following the second annual seminar, new menu additions created by the participants bring the total to at least 39 new potato-based dishes launched in 16 restaurant chains in the past 15 months. Held November 10-11, 2009, in Hong Kong, the seminar drew 27 chefs from leading restaurants in Hong Kong, Malaysia and Singapore.

Circle Reader Service # 806



Purfresh Transport Impresses Citrus Importers

Purfresh, a Fremont, California-based provider of clean technologies that purify, protect and preserve food and water, announced that its client, M-Products, was able to meet the high-quality standards of citrus importers in the Far East, United States and Europe, by using Purfresh Transport for its marine shipments ranging from 38 to 45 days. Applauding the arrival of Mandarin oranges from South America, importers have requested the continued use of Purfresh's active cargo protection solution.

Circle Reader Service # 807



Purfresh Transport Extends Produce Shipper Markets

Purfresh, Fremont, California, announced results of commercial shipments and laboratory studies where Purfresh Transport was used to protect kiwifruit, citrus, grapes, pumpkins and avocados. The findings confirm that Purfresh Transport maintains product quality, including fruit firmness, color and taste, and demonstrates the product's superior ability to control ripening, enhance food safety and reduce decay of fresh produce shipped around the world.

Circle Reader Service # 808



Philippine Consumers Sample Bulk U.S. Frozen Potatoes

Retail sampling of prepared U.S. frozen potatoes took place at 18 supermarkets in the Philippines in an effort to introduce shoppers to an impressive array of products in a loose-serving format to which they are accustomed, which allows them to pick the quantity and type of each bulk variety they desire. The United States Potato Board (USPB), Denver, Colorado, conducted the activities to raise consumer awareness about the availability of frozen U.S. potatoes and to encourage home consumption. An estimated 8,000 consumers sampled the freshly cooked products, and purchases increased during the sample period 92 percent.

Circle Reader Service # 809



Sri Lankan Producers Make Strides With U.S. Seed

Team Seed of the Denver, Colorado-based United States Potato Board (USPB) conducted a market visit to farms and growing regions in Sri Lanka in May, 2010. Sri Lankan producers growing U.S. varieties are unanimous in their approval of cultivars and selections sources from the U.S. seed potato industry. There is a market for U.S. seed in September/October. The Sri Lankan Department of Agriculture is interested in allowing nearly three-inch (maximum) diameter seed to enter the country on a trial basis.

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USAPEEC's Greg Tyler Focuses On Teamwork

Vice president of marketing for the USA Poultry & Egg Export Council takes a team approach to developing markets and expanding product lines.

By Amy Shannon

Greg Tyler, vice president of marketing for Stone Mountain, Georgia-based USA Poultry & Egg Export Council (USAPEEC), got his feet wet in the exporting industry while working on his masters degree at the Athens-based University of Georgia (UGA). "One of my professors, Dr. Glenn Ames, suggested that I do an internship with USDA's [United States Department of Agriculture] Foreign Agricultural Service [FAS] in Washington, D.C.," he explains. Following that advice, Tyler took six months off from his graduate work to work for FAS covering dairy/poultry programs and issues. The internship served as a springboard into a full-time position with FAS, where Tyler worked for three-and-a-half years in international marketing before joining USAPEEC.

Today, Tyler oversees USAPEEC's marketing programs and the 13 international offices and consultants on staff. USAPEEC represents U.S. chicken, turkey, duck and eggs/egg products. Tyler has worked in his current position for 11 years, and has been with USAPEEC for a total of 14 years. "The people are great in this industry, and dealing with so many different cultures keeps things very interesting," he says.

USAPEEC operates programs through its home office in the Atlanta area and 13 international offices, which are spread around the globe. "Through these offices, we are running programs, which run the gamut from trade and consumer promotions to retail, foodservice and meat and food-processing manufacturers programs in about 75 countries worldwide.

Industry Insight

The poultry industry has really grown during the past 5 to 10 years, Tyler notes. "A big boost for us has been the push both domestically and internationally for more healthful eating habits. Consumers recognize that poultry meat is a low-cost/low-fat/high-protein source and thus consumption around the world continues to climb."

Tyler predicts the industry will increasingly diversify not only its product lines, but also the markets in which it supplies. He expects there will continue to be a push by the industry to supply more international consumers with further processed/value-added products in the higher-end consumer market. "However, there will be a demand for lower

cost/high protein commodity items and those will continue to be supplied to developing markets," he adds.

Overcoming Obstacles

One of the biggest challenges working in the exporting industry involves finding a balance that is fair and equitable while allocating funds across 75 markets. "Our industry has such varied interests and my job is to make sure those interests are represented through USAPEEC's programs," he says. "Some in our industry may want more of an emphasis placed on Russia, others on China, others on Africa."

Relying on the input from USAPEEC's industry members as well as its Atlanta and overseas staffs plays a major role in overcoming obstacles in the exporting industry. "It is very much a team effort here at USAPEEC, and we work closely together to make sure we are all on the same page when it comes to our programs," he insists. Tyler emphasizes the importance of taking a team approach to everything. "It takes working together for a common goal or goals to be successful.

Tyler and his wife of 20 years, Gena, have three children: Jordan, age 14, Caleb, age 11 and Sydney, age 8. "I'm very active in my church, the activities of my children and I play as much tennis as my knees will allow."

He sites dedication as a major force in driving his success. "I think as an individual, the main accomplishment I have achieved in my 20 years in the business is finding a home at USAPEEC," he says. "This is a great organization with a family feel to it and an industry that is very supportive of our staff and programs. Being in this job that I love so much is a wonderful accomplishment." 

 **To receive more information about the USAPEEC, please visit www.americanfoodandag.com and fill out the Rapid Response Request Form — check box 830.**

Local VERSUS Global

International traders should stand to gain in a long-term commitment to provide the most delicious and nutritious food from around the world.

BY JAMES PREVOR
EDITOR-IN-CHIEF

When the G-20 summit convened in Pittsburgh, Pennsylvania, last year, America's First Lady, Michelle Obama entertained the spouses of the world leaders who had gathered for the event. The Associated Press highlighted the event, proclaiming in its headline: "Michelle Obama Debuts as International Hostess."

The way she elected to debut was highlighted in the first paragraph of the story: "First lady Michelle Obama was sharing her passion for eating fresh, healthy and locally grown food with the spouses of world leaders at a dinner Thursday on a working farm."

At the White House, the Obama's started a garden at the urging of well known Chef Alice Waters, who spent months lobbying the Obama's to emphasize fresh, locally grown food. Michelle Obama has made clear her opinions on the taste of food. At the harvest party she hosted for local children in the District of Columbia, she declared: "Well, I've learned that if [food is] fresh and grown locally, it's probably going to taste better." In fact, on a recent vacation in Martha's Vineyard, Massachusetts, the White House let it be known that the meals served at the rented compound the Obama's stayed at were chock full of locally grown produce.

Of course, the First Lady is not the inventor of the enthusiasm for local. There is a cultural tilt to local that feeds off everything from protectionism to the notion that local purchasing can help reduce carbon output, and thus, help avoid global warming. The basic notion is that locally grown and locally produced foods are tastier, better for the environment, help local workers and are more healthful.

Now all these claims are quite questionable: Although certain fruits may be tastier if picked at their prime and not shipped long distances, on many locally produced items, it makes no difference, and there is no assurance that something local is also riper. Besides which, if one wants to taste the item year-round, one has little choice but to bring it from other climatic zones.

Whether local is better for the environment is variable. Commercial transportation is exceedingly efficient, so it is often the case that the trans-

portation variable doesn't make a difference — indeed, if consumers drive their Range Rovers 15 minutes out of the way to get to a Farmer's Market so they can buy a pound of produce, they probably caused more emissions than the shipping of the product across the ocean. Because the production of food has different environmental impacts depending on location — compare lamb grazed outdoors on land watered by nature, as in New Zealand, versus lamb raised on feed produced by tractors, as in the UK — only a complete lifecycle analysis can say whether any given product is better for the environment than any other product.

Economically speaking, the beneficiaries of a "buy local" policy are clear — the producers of the products being procured. Whether this is good even within the locality is unclear. First, by constraining their supply chain and insisting on buying products only within a certain local region, the buyers of such local products will likely pay more than they would have otherwise. So there is a loss of community spending-power, and that makes everyone poorer. In addition, resources such as land, water and people that could have been used for other purposes are now needed to produce the food. This may not be a win for the community. Also, there is a question of retaliation. If a community creates rules that prohibit certain imports — from the next county, state or another country — those venues may well retaliate with severe costs to local producers.

Finally, there is just no evidence that locally produced food is "more healthful" than food from other places.

Facts be what they may, the zeitgeist is screaming local, and the question is where that leads international trade of foods. Indeed, it is rather odd to hear Michelle Obama waxing lyrical over local, since U.S. agricultural exports are crucial to the U.S. economy. How are traders to address the local issue?

One of the best responses came from Tom Reardon, a well-respected professor at Michigan State University. This issue was being discussed on a well known digital newsletter that I write and edit, called *Jim Prevor's Perishable Pundit*, and you can read the Web site or get a free subscription at

www.PerishablePundit.com. Professor Reardon, who works extensively in Asia, responded to a specific piece I wrote about local with a thoughtful letter, reproduced here in full:

Jim, At dawn here in Beijing I wanted to send some additional and/or confirming thoughts.

First, let's face it, the Chinese, the French and the Italians (and I can add the Mexicans and Indians, and have actually listed what foodies often list as the great original cuisines) are the greatest food cultures on earth, with the greatest variety, taste, refinement, obsession with freshness, the history of each dish, mania for regional specialties.

I have found that the average Chinese, Italian or French person I know talks, thinks and knows as much about produce as the "industry practitioners and experts" as one finds in Produce Marketing Association meetings and so on. (I love PMA, so I am not showing disrespect to the organization; I am just stating the obvious for anyone who spends time in the great food culture countries.) I think that these countries "have it right" in terms of local foods — they think "FOOD REGIONS."

At any time, in my offices in China or India, or the university where I spend time in France, I can just grab anyone... secretary, professional, local baker, trucker... anyone... and I can ask, "What's in season and where is it from?" Anyone... anyone... will tell me in enthusiastic, vivid and voluminous detail about what peaches or mangos are "coming in" (please remember the phrase... "coming in") from what region.

They can describe exactly when they start "coming in," and when they "are over" and aren't worth a word or a chew. In my office in Beijing the other day, I watched everyone (not "food experts!") crowd around a table at a work break; we were all cutting up, shouting, laughing. They were obsessing about ... Thai mangosteen (we had a few open and the crowd was digging into them with a kind of food insanity), peaches from Xianjin (these will give my home state California a run for their money...), melons from a local province (only 200 miles away), and an apple from the United States.

They liked these things and paid their lower incomes for them because they think they have good TASTE. They CELEBRATED the regions they are from. They did not say, "Oh, I am sorry, I only eat things grown 100 miles around Beijing! IF and ONLY IF the BEST version of that kind of produce were grown that close to Beijing would they eat it, unless it is just some commodity product that anyone can grow anywhere about the same, unless they mess it up.

I have seen the same scene in offices and homes in France, Italy, India (for fruit and cer-

"The zeitgeist is screaming local, and the question is where that leads international trade of foods."

tain vegetables) and obviously Mexico. As usual, France, I think, is leading the way in marrying the modern food system with this traditional food love and culture of "food regions." They have programs (one governmental, one of the private sector), one of which is called "Reflets de France," or "Reflections of France." They SELL each region's specialties (of many foods) ... ALL OVER FRANCE.

So a "consumer" in Bordeaux will go to the supermarket and pick up, savor, love, discuss, celebrate, the specialties of departments in the South, North, East, and West. (It is never "local-vs.-non-local" that dominates their choices, or I have never seen this... it is the taste, the season, the tradition of specialty, and if the locality is producing something good, they just pull it into the general set of things they love.)

These same persons will ooh and ahhh over an orange from Israel, a mango from India, and berries from Serbia. IF and ONLY IF their local producers can produce the best option for taste (for things with taste differentials), they will buy it. They will eye it, sniff it, touch it, figure it out. Typically they will already know what things the local folks can do well, and when, and just then judge among the local producers, assuming that anyone worth his/her salt will do well the local traditional thing, or if they introduce a new thing, they will have the common sense to make sure that it upholds the same quality tradition as the other things made.

But, of course, these same consumers will pick over bargains for produce and other foods that they are not looking for particular flavor or differentiation in, and if they are poor or lower-middle or even middle class, those things may be most of what they buy. So they will combine looking for cheap commodities, and looking for the "regional home runs" ... whatever region, inside or outside France, that they can find. I see the same behavior in China, the same in India, Mexico and Italy.

In my personal life, I try to follow the food ideas of these people, as I think that they know... a lot more than I do about food. I go to the local farmer's market when I can because I know

there are some local things around my Michigan area and San Diego area that folks there do well, and when they do it, and little by little, I learn who can do it.

Second, it seems to me that the mix we now see of "globalization" (just another way of saying what Jim said — the development first of national rather than local, then international rather than only national, markets with great variety of foreign produce and other products to choose from) and the "buy local movement" are inevitable partners, neither will go away, and neither will beat out the other for the next 10-20 years — and then the "markets" side will (again, as it already did once.. in the 1950s/1960s) win. For several reasons I note below:

1. Consumers AND producers LOVE the growth of national and international markets — the formation of national, and then the development of international markets — for everything, and produce is part of that. When I asked one famous berry grower in Michigan about the buy local movement, he said, "Well Tom, I can't sell a lot of berries within 100 miles of my operation."

I am sure that anyone who is COMPETITIVE (on quality or cost or both) and has a SHIPPABLE product would say that. Producers want big markets! They want FREE MARKETS, not quotas, tariffs, blockages and constraints; they want the right to compete for their apples to get in and duke it out in Beijing with Chinese apples, their grapes and cherries to be sold in Japan, their oranges to sit on French supermarket shelves.

Having little local markets means that the producer cannot get scale, return on her investment, and become more and more competitive to expand her market and grow. This is, of course, obvious. Consumers also want big markets. They want choice. They want to save money; they want to find the best product. They want things in season, wherever that product is coming from. They want to buy from the most competitive (in quality, or cost, or both) producers... from anywhere. That is why a local major retailer in Michigan told my class that the country of origin label had nearly no effect on his sales; he noted that, by far, the regular consumer does not even register any of that. They want quality, or price, or both, and assume the supermarket chain has the sense to screen product to make sure they buy safe.

2. Consumers AND producers LOVE the growth of local markets — for the things that local suppliers can produce with quality and/or good price. I obsessively buy Michigan peaches and tomatoes in season, and go into a kind of juice-covered trance eating them by the bushel.

These peaches are like the ones I ate as a boy in California. We all want that. Few consumers really want to eat “pink baseballs” (my term since a kid for the tomatoes found in most supermarkets at least until the recent trend toward slightly better tomatoes).

Consumers love to be able to “connect” with farmers and the “land” through at least thinking that “Hey, this is produced by the local folks, I feel part of their community; this is not some ‘big farm to big box’ cage I am confined to...” and so on. This love and yearning for the local will only grow and grow as several things happen: (a) for defensive reasons, as it slowly dawns on us that “foreigners” are doing things more and more with the same or better quality but lower cost, and we panic and hug our local produce to reassure that we are still somehow more important and better than the “foreigners” are; (b) for proactive reasons, as the local produce becomes better or cheaper or more available as local producers, such as in delicate greens, scale up, and hopefully have a big enough market to make enough money to make the needed investments in food safety!

Third, however, it seems to me that over time the “buy local” movement will simply wither on the vine. Not that I want it to (this letter is odd because when I am in any place, including Michigan or China, I obsessively buy the local specialties, frequent farmers markets, etc.) ... but ... modern packaging and shipping methods are ... more and more... making it possible to keep a product, even a delicate one, fresh even if shipped, and allow harvesting when the product is ripe.

Greenhouse technology is constantly improving. My usual dinner in East Lansing is Indiana chicken, cooked in California Meyer lemons, with a salad of Mexican tomatoes and organic arugula from a massive organic farm in California, and Hawaiian or Brazilian papaya or Michigan or Chilean berries for dessert. I was amazed a few years ago when I could get the delicate — and I thought unshippable — Meyer lemons, arugula, and papayas, and a few years later, I think of that as commonplace. The LOCAL operations, in other places, became more and more competitive, and the shipping technology better and better, so that THEIR LOCAL BECAME MY MEAL.

As these technologies develop, the local producers will lose any “automatic advantage” in the local market. In fact, of course (as this is already happening), the COMPETITIVE producers of delicate fresh produce will be PROMOTING the development of better packaging and shipping, so they can grow their market beyond the local. That is exactly the story of the Michigan berry

producers, or the Chileans. I think those competitive companies would find the “buy local” movement in fact a way to TORPEDO the development of competitiveness in their industry... just like subsidizing soybean production etc.

Subsidize the producer (that is what the “buy local” movement boils down to), and, of course, the producer gets some short-term gains, but as usual, because thus protected from competition, does not invest enough, stay safe enough, keep quality in mind, thinks she has a captive local consumer, and then lets quality decline or costs creep up. The local consumers, of course,

eventually tire of that, and they embrace non-local product, and the local guy is wiped out. Is this not a story we hear over and over and over, not just in agriculture?

So I think that what will happen is that the “buy local” movement will be caught from two sides in a pincer — the formerly non-shippable (ripe fruit, delicate greens, etc.) products will become increasingly cheap and shippable and undermine the advantage of any firm hoping to be protected from competition by the transport barrier — and the local firms that are producing products that were by nature supposedly

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local (like organic arugula! Usually cited a decade ago as the super duper local-only product!) will compete with each other and a handful per region and product will emerge victorious, maybe surrounded by a cluster of smaller firms serving niches (that add up to say 10 percent of the main market for the product).

This seems to me to be exactly what has happened in organic greens in the U.S.... Then these local strong firms will use the increasing shipment and packaging technology to ship all around (and will fight to keep markets free and open) — and/or they will pepper the cities of the U.S. and other places with roboticized greenhouses that reproduce their product and ship it locally by special train compartments in the elevated trains that will replace freeways...

— Tom Reardon

Professor, International Development and Agribusiness/Food Industry
Department of Agricultural, Food and Resource/Economics
Michigan State University
East Lansing, Michigan

Professor Reardon reminds us what would

be lost in the joy of life if we constrained ourselves to only eat local, and he reminds us that protectionism — and that is, in fact, what local mandates turn out to be — will in the end hurt the very local producers that those who advocate for hope to protect.

In the end, the true sustainability of a farm, or food producer, depends on the ability to compete — to compete on flavor, to compete on price, to compete on consistency, to compete on food safety and so many other criteria.

Industries sheltered from competition become weak, and so traders can proudly proclaim that they bring delicious and nutritious food to the people of the world and they help growers and producers in every corner of the globe to rise to compete with the best. It is a noble task, and the traders of the world should hold their heads high.

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Circle No. 29 on the rapid response card

U.S. Saves Florida Grapefruit From High-Stakes Glitch

A Florida grapefruit by any other name would surely taste as sweet. But U.S. efforts came to the rescue of what 18th century naturalist Rev. Griffith Hughes once dubbed “the forbidden fruit of Barbados,” while underscoring the value of U.S. engagement in international organizations.

By Yvonne Ribeiro-Yemofio

Defending Sub-tropical Citrus

Florida grapefruit could have been rejected for commercial sale in the European market as a result of a proposed interpretive brochure on citrus standards. The initial version of the brochure excluded tropical and sub-tropical grapefruit — 70 percent of international citrus trade — and included only grapefruit more commonly found near the Mediterranean.

But a recent U.S. win at the Paris, France-based Organization for Economic Cooperation and Development (OECD) ensures that Florida grapefruit exports won't be limited or excluded.

The potential impact on the Florida grapefruit industry is huge. Worldwide, the EU is the largest importer of grapefruit, accounting for half of its total volume. Exports of Florida grapefruit to the EU in 2009/10 totaled nearly \$47.7 million. U.S. commercial grapefruit accounts for approximately 20 percent of world output.

“A technical rule in a brochure could have cost real jobs and exports in the Florida grapefruit industry,” says Karen Kornbluh, U.S. Ambassador to the OECD. “We could not let this stand.”

The Specter of Increased Export Costs

For two years, experts from the U.S. citrus industry had been working with an OECD Technical Working Group to ensure that an interpretive brochure on citrus fruits would include sub-tropical grapefruit. The draft brochure failed to include photos and explanatory language for surface defects associated with grapefruit from sub-tropical zones, such as Florida.

Yet photos and species-specific descriptions are critical to ensuring that produce passes inspection with the appropriate grading. A government inspector decides what grade imported fruit matches according to

its quality. If an exporter labels the grapefruit grade 1 or 2, but the inspector — on the basis of a visual inspection that does not account for surface variations typical of Florida grapefruit — were to conclude that it were a lower grade, the fruit could be considered “fraudulently labeled.” The fruit would then have to be re-exported, destroyed, or subject to a fine, incurring additional costs in any of these cases.

The alternative of sending non-labeled fruit to the EU would also jeopardize those exports. Fruit without labels falls under the General Marketing Standard and risks being classed at a lesser grade. Large retailers that require higher quality produce would not buy it and the result would be a significant loss in sales.

Communication, Collaboration and Coordination are Key

When early this year it looked as if the brochure would go forward without the necessary changes, the U.S. citrus industry called on U.S. State Department diplomats at the U.S. Mission to the OECD to help.

The Mission joined forces with the Paris, France-based United States Foreign Agricultural Service (USDA FAS) and the U.S.-based USDA Agricultural Marketing Service. For several months, they worked behind the scenes with the OECD Secretariat and other Member states on possible approaches to resolve this problem.

The U.S. Government's commitment to resolving the issue garnered progress. With U.S. support, the OECD proposed to hold a special joint OECD/UN Economic Commission for Europe (UNECE) meeting on May 25, 2010, in Geneva, Switzerland, to revisit the issue. At this meeting, the United States — supported by representatives of the U.S. citrus industry — presented its position on the interpretive brochure and brought forward new photos and explanatory lan-



guage for consideration by the technical working group.

U.S. arguments were compelling. The result: the OECD interpretative brochure for grading citrus in the European market was updated this summer to include grapefruit grown in Florida.

A Standard-Setter

The United States is a founding member of the OECD, an international organization composed of 32 democratic countries with market-based economies. Shared goals include achieving a rising standard of living in member countries, as well as engaging with non-members to contribute to the development of the world economy. Through its public policy research, ‘soft law’ and peer reviews, the OECD, which celebrates its 50th anniversary later this year, provides the United States an opportunity for engaging with other countries on economic regulatory issues. 



To receive more information about Citrus, please visit www.americanfoodandag.com and fill out the Rapid Response Request Form — check box 832.

The American Indian Foods (AIF) Program administered by the Intertribal Agricultural Council (IAC) assists in marketing products produced by Tribes or Individual Tribal Members. The Council focuses on promoting the American Indian use of American Indian resources for the benefit of American Indian people.

AIF exports beef strips, chilis, popcorn, wild rice, fry bread, garden produce, berries and berry products, buffalo meat, seafood/fish, mushrooms, jerky, oysters, apples, cranberries, seasonings and other agricultural products. All products exported are traditional American Indian foods that are grown or produced in Alaska, Arizona, Florida, Montana, New Mexico, Nebraska, Minnesota, South Dakota, Maine, Oregon, Massachusetts and Washington.

Each product is labeled by the respective tribe or individual Indian illustrating the respective homeland where the product is produced.

All products exported have the Made/Produced by American Indians certified trademark, receive equal promotion and attention and are promoted in overseas trade shows by the respective producer of each product.

The Council utilizes the respective trade show catalogs produced by show sponsors and has representatives of the participating product company or enterprise on hand to demonstrate the product and answer questions about its products. AIF also has a chef on hand to do Native Taste Seminars that illustrate how to utilize American Indian products in meal preparation as well as how to present or lay the American Indian Foods out in the case of restaurants.

The Council plans to participate in six international food shows in 2010. It will also host several Native Tastes Seminars and a press mission in Washington and Oregon for press from the countries it is visiting. It will be sponsoring one reverse trade mission for buyers from

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FRY BREAD
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WILD RICE



overseas countries to come to the United States and meet the participating Indian producers.

American Indian Foods (AIF), a program of IAC, began in 1998 under contract with the U.S. Department of Agriculture (USDA) Foreign Agricultural Service (FAC). The partnership was developed as a platform for American Indian food businesses to showcase their products and share their tribal cultures.

American Indian Foods come from coast-to-coast in the United States and are grown on pristine lands of the Native American Nations or come from their natural waters. Many of the products sold are still harvested in ways defined hundreds of years ago. Native American communities are a close-knit group and many of them gather families and friends together annually to harvest, celebrate and give thanks.



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Native America's rich history. IAC developed this mark of authenticity to designate true American Indian produced products from imitations. It is a unique symbol of the culture, tradition and pride that American Indian products represent.

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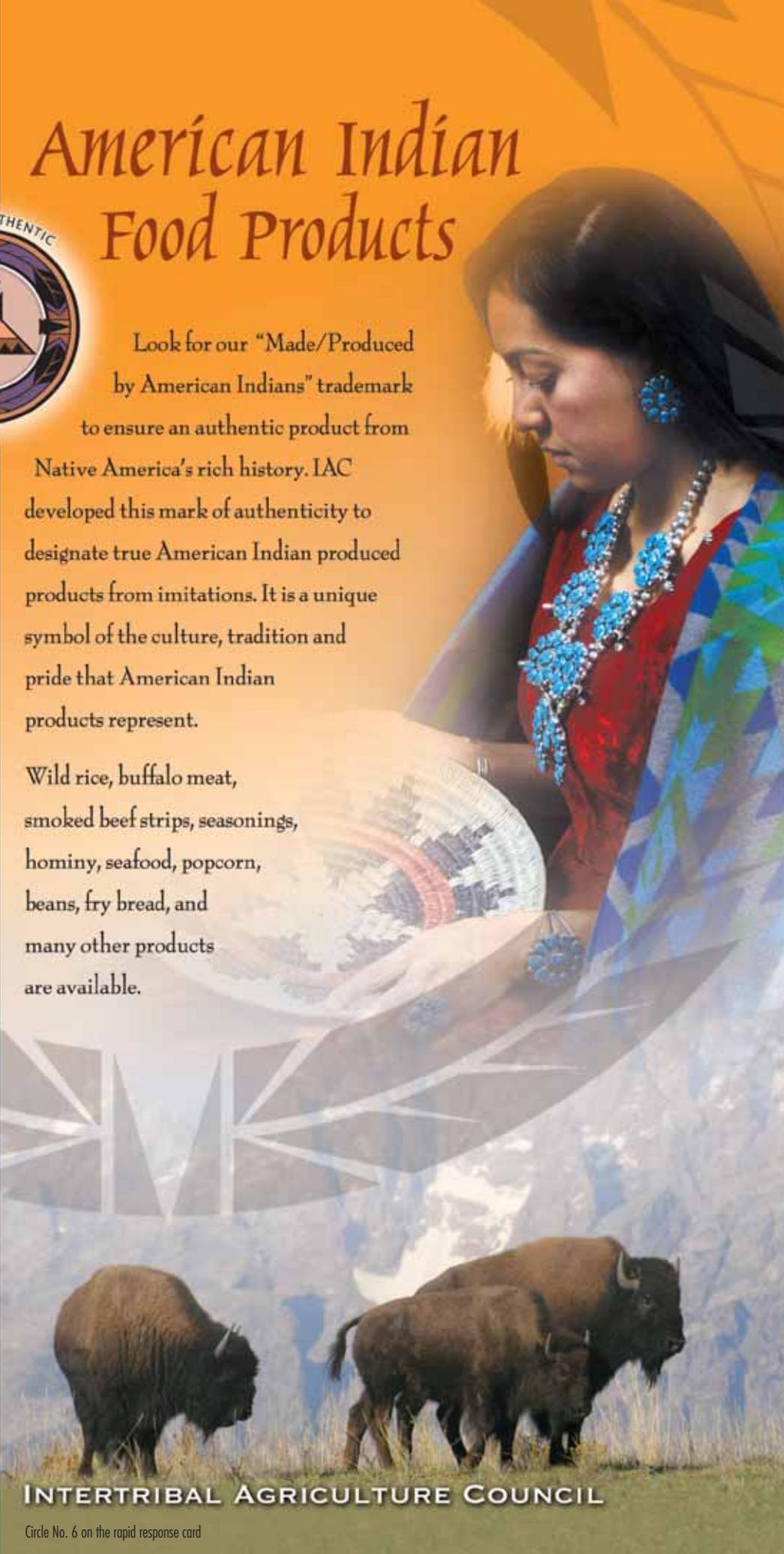
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INTERTRIBAL AGRICULTURE COUNCIL

Circle No. 6 on the rapid response card

The California Agricultural Export Council (CAEC) is a non-profit organization that works with California and western U.S.-based agricultural associations to market and promote California-, Arizona- and New Mexico-grown and produced food products. Coordinating activities closely with the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA), CAEC manages promotional and research projects in selected markets worldwide. Activities focus on the promotion of either individual products or generic California activities that leverage the image of California and U.S. agricultural products.

Formed in 1995 to support the international marketing efforts of various California-based agricultural producer organizations, CAEC is involved in several umbrella activities, including trade-show pavilions, California Week foodservice and retail promotions and sponsorship of international delegations to California.

Fred Klose, CAEC executive director, explains that the organization was formed because “Many smaller commodity groups didn’t have all of the resources to access government services, so many of them joined together to form one body that would handle an assortment of services.” CAEC has grown to include the California Fig Advisory Board (CFAB), California Fresh Apricot Council (CFAC), California Medjool Date Council, California New Potatoes (CNP), California Olive Oil Council (COOC), Pomegranate Council and Western Growers (WG).

CAEC has several main target markets the principal ones being Canada, Japan and China. “Our sole purpose is to assist our members in gaining access to overseas markets and to promote their products in international markets,” Klose adds. “We export an array of California-grown commodities, including figs, Medjool dates, apricots, pomegranates, olive oil and potatoes,



as well as fresh vegetables from California and Arizona and pecans from Arizona and New Mexico.”

CAEC is involved with a wide range of programs — each with a different angle. “We’re always interested in developing new markets for our prod-

ucts,” says Klose. CAEC is currently seeking input from importers and other trade individuals that handle these products on ways to expand current programs to better suit the needs of the market or for suggestions of new markets for these products.



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Contact the California Agricultural Export Council for information on California food products, recipes and promotional support.

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NATIONAL ASSOCIATION OF STATE DEPARTMENTS OF AGRICULTURE

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Founded in 1915, the National Association of State Departments of Agriculture (NASDA), based in Washington, D.C., is a non-profit, non-partisan association of public officials comprising the commissioners, secretaries and directors of the 54 U.S. state and territorial departments of agriculture.

In order to support U.S. food producers in the global marketplace, NASDA is deeply involved in trade promotion activities designed to support exporters of U.S. food and agricultural products.

These activities are conducted in close cooperation with the U.S. Department of Agriculture's (USDA) Foreign Agricultural Service (FAS). NASDA also works closely with its four affiliated state-regional trade associations Food Export Northeast, Food Export Midwest, the Southern U.S. Trade Association, and the Western U.S. Agricultural Trade Association. NASDA also directly sponsors export pavilions at the National Restaurant Association Show (NRA) and the Americas Food & Beverage Show.

NASDA's American Food Fair is an annual feature at the NRA show every May in Chicago, Illinois. The 2011 event will be held May 21-24.

The Americas Food and Beverage Show, featuring NASDA's US pavilion, is the only food exhibition with a Western Hemisphere focus and provides unparalleled opportunities to discover new products, companies, ideas and innovations from around the world.



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U.S. MEAT EXPORT FEDERATION (USMEF)

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A The U.S. Meat Export Federation (USMEF) works to increase the value and profitability of the U.S. beef, pork, and lamb industries by enhancing demand for their products in export markets through a dynamic partnership of all stakeholders. Simply put, USMEF is “Putting U.S. Meat on the World’s Table.”

With 93 employees around the world, USMEF has experts in every aspect of trade, including marketing and promotions, market access, sanitary and phytosanitary issues, market analysis and consumer research. They highly value having experienced people on the ground in key markets. Headquartered in Denver, Colorado, they operate offices in Tokyo, Hong Kong, Shanghai, Beijing, Seoul, Taipei, Singapore, Mexico City, Monterrey, Brussels, Moscow and St. Petersburg. Additionally, they have special market representatives covering the areas of China, Europe, the Middle East, Central and South America and the Caribbean.

The Federation assists exporters of all types of pork, beef, lamb and veal products, promoting everything from the highest-value, chilled muscle cuts to variety

meat and underutilized cuts used for processing. They carry out market development activities in more than 80 countries in the primary areas of:

- Marketing - Creating demand in international markets for U.S. meat through promotions, trade seminars, consumer education, advertising and public relations.
- Trade Servicing - Working to bring buyers and sellers together by conducting both market and product research.
- Market Access - Providing the U.S. government and industry with the market intelligence necessary to secure, maintain and develop fair and reasonable access to international markets.

Officially formed in 1976, USMEF is now well into its fourth decade of developing international markets for U.S. pork, beef, lamb and veal, adding value to a diverse range of U.S. agricultural products. USMEF receives funding and support from the beef, pork, corn and soybean producers through their commodity checkoff programs, as well as from meat processors, exporters and distributors, and the U.S. Department of Agriculture. In concept, USMEF began with a team of

livestock producers visiting Osaka, Japan, for a food exhibition in 1970. After its official formation in 1976, USMEF focused mostly on Europe and Japan, but soon found opportunities in other Asian markets. USMEF’s Asian expansion was well-timed, receiving assistance from the Targeted Export Assistance (TEA) program passed by Congress in 1985. The Beef Checkoff and Pork Checkoff programs were also established as part of the 1985 Farm Bill, giving the nation’s livestock producers an avenue by which they could promote beef and pork in both domestic and international markets.

After augmenting the presence of USMEF in Asia, Philip Seng was promoted to president and CEO in 1990. As his responsibilities grew beyond Asia to cover the entire globe, he quickly saw that neighboring markets offered the next great opportunity for expanding U.S. meat exports. USMEF opened an office in Mexico City several years before the NAFTA accord, doing the preparatory work so that once this market became more favorable, the U.S. red meat industry would be able to capitalize on these opportunities.

Developing technology allowing shipment of high-quality chilled products has been critical to USMEF’s success in several key markets. Tariffs have declined for the most part, but a variety of non-tariff trade barriers continue to inhibit trade in many markets. Mexico is probably the best example of how tariff reduction/removal can improve the flow of red meat products, as Mexico quickly became the largest volume and value market for U.S. beef and the largest volume market for U.S. pork and lamb.

The USMEF sees exports as an increasingly more critical component of the profitability of American agriculture, and they envision continued expansion of export markets and continued commitment to effectively marketing U.S. products abroad. They look forward to working with partners all around the world to increase exports and sales of quality U.S. meat products.



THE FUTURE FOR U.S. PORK:

EXPORTING TO THE WORLD



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"BEYOND OUR EXPECTATIONS, U.S. PORK WAS RATED HIGHLY IN BOTH THE FROZEN AND CHILLED CATEGORIES."

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FOR MORE INFORMATION, CONTACT
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JHINNERS@USMEF.ORG
VISIT WWW.USMEF.ORG



Circle No. 44 on the rapid response card

USA POULTRY & EGG EXPORT COUNCIL (USAPEEC)

2300 West Park Place Boulevard, Suite 100, Stone Mountain, GA 30087 • Tel: 770-413-0006 • Fax: 770-413-0007 • gtyler@usapec.org • www.usapeec.org

With 15 employees in the United States and 13 international offices and consultants, the USA Poultry & Egg Export Council (USAPEEC) works to increase U.S. poultry and egg exports by opening and developing markets around the world and serving as the industry's voice on trade policy issues. USAPEEC works with exports of U.S.-produced chicken, turkey, duck and eggs, in commodity and further-processed value-added forms.

Founded in 1984 through a grant from the Southeastern Poultry and Egg Association, USAPEEC became an independent entity in 1985. Under the direction of our more than 200 member companies, we offer a wide range of services and benefits to industry members, including serving as an information clearinghouse; offering market research and international market access; advertising and promotion; trade servicing, leads and educational programs; coordinating trade contacts and meetings; providing sales data and building the image of U.S. poultry and egg products. All activities are export related.

The Council operates programs in approximately 75 countries worldwide.

HONG KONG

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2010 Hang Lung Centre, 2-20 Paterson St.
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Web site: www.usapeec.org.cn;
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MEXICO

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KOREA

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E-mail: lan@sohnm.com
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MIDDLE EAST/CIS

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Tabbara Bldg. 4th Floor
P.O. Box 113-5028
Harma Beirut 1103-2010. Lebanon
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E-mail: amfime@cyberia.net.lb
Web site: www.usapeecme.com

AMFI Saudi Arabia

Al Bandriah Centre
5th Floor, Suite 501
28th St. Pepsi Cola St., P.O. Box 3492,
Al-Khobar 31952 Saudi Arabia
Tel/Fax: 966-3-8823265

AMFI Azerbaijan

Hussein Effendiev
Nizami St. 91, Suite 44
Postal Code 370000
P.O. Box 189, Baku, Azerbaijan
Tel/Fax: 99-412-933731
Mobile: 994-50-2106058

AMFI Jordan

Hala Khoury
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Tla Al-Ali, Amman, Jordan
Tel: 962-6-5530232
Fax: 962-6-5510157
Mobile: 962-79-5524065
E-mail: yahala8@hotmail.com

SOUTH AFRICA

Zelda Sharp
Zodiac Marketing
6 Dieu Donna, Pinotage St.
Meyersdal, Johannesburg, South Africa 1448
(Covers Africa)
Tel: 27-11-867-7082
Fax: 27-86-612-5407
Mobile: 27-82-900-5199
E-mail: zelda.sharp@mweb.co.za

EUROPE

Lisa Lindblad
Rindi Marketing
(Covers EU and Balkans)
Donners Plats 1, 621 57 Visby, Sweden
Mobile: 46-703-822100
E-mail: lisa@usapec.eu

UKRAINE/MOLDOVA/CENTRAL ASIA

Bella Ablayeva, Kazan, Russia
Tel: 7-8342-966777
Tel/Fax: 7-8342-362126
E-mail: bella_usapeec@yahoo.com
Web site: www.usapeec.kz



USA Poultry & Egg Export Council
2300 West Park Place Boulevard, Suite 100
Stone Mountain, Georgia 30087 USA
Tel: 770-413-0006
www.usapeec.org

It's that time of year that everyone's been waiting for, because it means Well•Pict's full line of premium berries are in full bloom. Ideal growing conditions in the states have created a bumper crop with larger sized, high-quality berries filled with amazing flavor.

One of the things to look for is Well•Pict's new larger and even more delicious raspberries, which are currently in prime production. This new proprietary varietal was first planted last year in Watsonville, California, and this year promises even bigger raspberries (if that's possible!) and will be headed to stores in the months ahead. In addition, raspberry availability will be increased thanks to a longer growing season for these amazing plants, without compromising any of the sweet, juicy flavor that Well•Pict Berries are known for worldwide.

As is always the case during these sunny, summer months, Well•Pict's full line of premium berries is readily available



with strawberries and raspberries available 12 months out of the year, and blackberries available from May through August. They maintain their availability by utilizing different growing regions in California, Mexico and Florida, matching specific proprietary varieties to the most suitable growing area to produce staggered harvest times that keep supply coming throughout the year. Our export availability for each region can be seen below.

- United Kingdom: Strawberries, Raspberries, Blackberries – June thru Oct.
- Philippines: Strawberries – April thru June

Shipping worldwide, Well•Pict's fine-tuned export programs are designed to ensure that the berries arrive with the desired characteristics specifically ordered for that market. Special crews are utilized to maintain consistency over the hand-selection process. No berries leave the packing house without double checking that the specific market instructions have been carried out. With this attention to detail, along with a bold, international print advertising campaign that highlights the beauty and flavor of the product, it's no wonder that demand for Well•Pict's superior berries has increased year after year.

Since 1969, Well-Pict Berries has grown and shipped premium, proprietary variety strawberries, raspberries and blackberries, available today in both organic and conventional lines year-



and shipped the very same day they are picked, without ever breaking the cold chain. Not only does this increase shelf life, but it guarantees they're as fresh as humanly possible, immediately ready for your store shelves upon arrival. It's no secret that quality berries can boost produce department and store sales overall during the summer, so you'll want to place your orders to ensure immediate delivery.

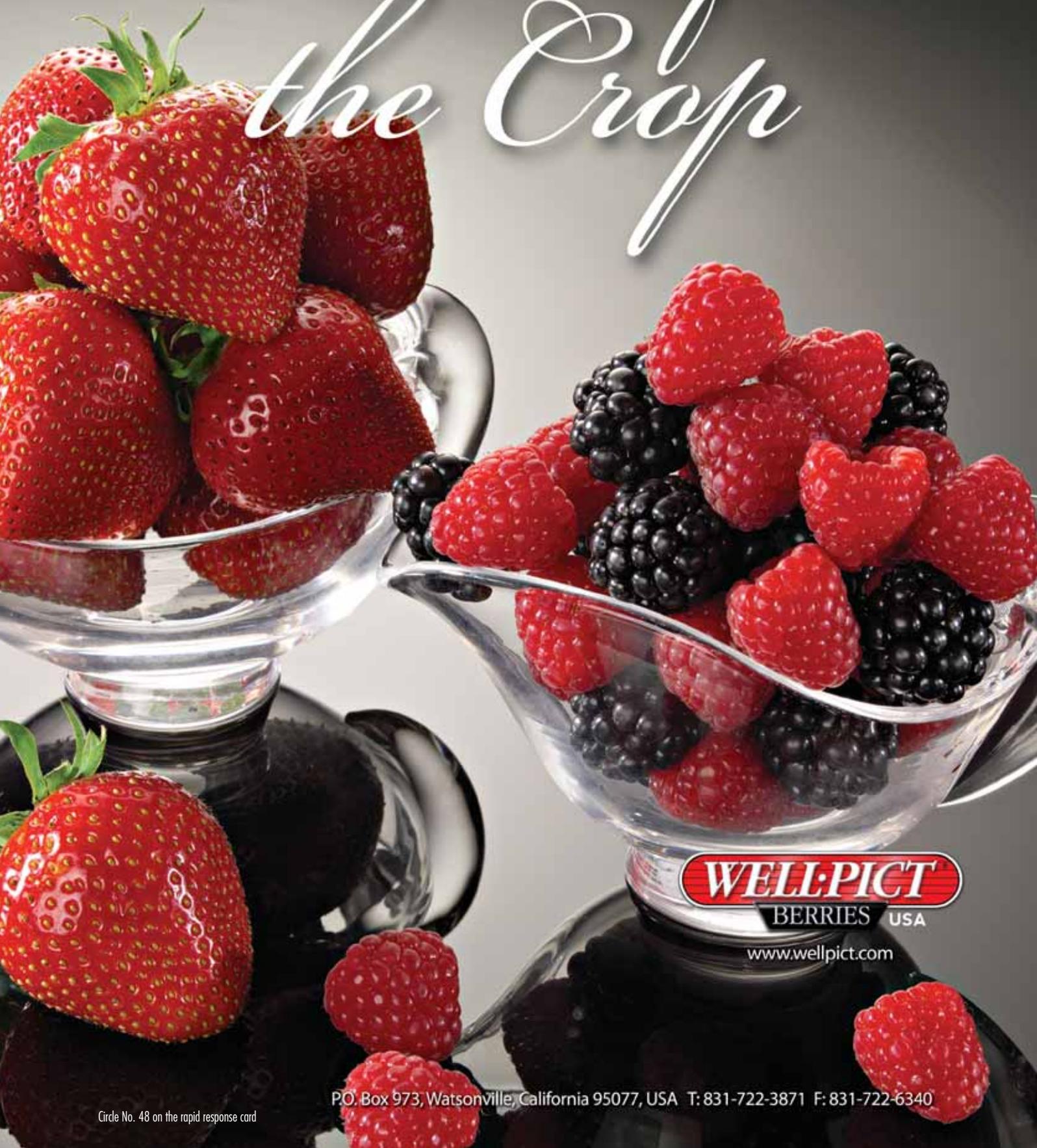
Well•Pict exports premium fresh strawberries, raspberries and blackberries,

- Canada: Strawberries, Raspberries, Blackberries – year-round
- Dubai: Strawberries, Raspberries, Blackberries – year-round
- South Africa/Johannesburg – Strawberries, Raspberries, Blackberries – April thru June
- Japan: Strawberries, Raspberries – June thru Nov.
- Australia: Strawberries, Raspberries – April thru June
- Singapore: Strawberries, Raspberries – April thru June

round. In addition, Well•Pict is proud to provide superior service based on trust, dedication, ingenuity and the ability to honestly listen to customers to meet their individual needs.

Well•Pict's Facebook, Twitter and email responses continue to be wonderful, giving them important feedback as it looks to best serve their customers. You're invited to keep them coming by visiting Well•Pict's website at www.wellpict.com or call Dan Crowley at (831) 722-3871.

Cream of the Crop



WELL·PICT
BERRIES USA

www.wellpict.com

P.O. Box 973, Watsonville, California 95077, USA T: 831-722-3871 F: 831-722-6340

Circle No. 48 on the rapid response card

Sugardale employs 2,000 people and has facilities in Massillon, Canton and Salem, Ohio. Our modern, state-of-the-art facilities achieve the highest standards of food safety and quality control, and all are U.S. government-inspected and in compliance with stringent federal food-safety regulations.

We have an 88-year tradition of supplying top-quality meat products to the grocery and foodservice industries. Sugardale is committed to providing quality products with a customer-focused philosophy. An expert meat manufacturer, we are a strong and experienced provider that is also innovative and leads the way with industry technologies. Service, custom-designed products, quality and competitive pricing are the hallmarks of our commitment to our customers.

Sugardale's products include a full line of hams, deli meats, wieners,

bacon, pre-cooked bacon, bacon toppings and dry sausage (pepperoni), which are provided to retailers by our Sugardale Foods and Superior's Brand Meats divisions. These same products also play an important role in the Sugardale division, a major and long-established part of the business. For many years, Sugardale Foods has worked with distributors of prepared foods and end-users throughout the United States to provide outstanding service to institutional consumers.

The marketing knowledge and experience gained by each division are shared throughout the company for the benefit of all Sugardale customers. We consistently meet or exceed requirements of retailers and wholesalers for product quality specifications and delivery dependability.

The Sugardale edge began with a family meat market whose success was built on quality. The quality standard

developed early in our history has been constant and inclusive, characterizing both Sugardale people and Sugardale products.

Sugardale's commitment to move the company toward a higher level of technical expertise is also a commitment to succeed where it counts the most — with our customers. The focus on technology enables us to deliver the highest possible level of customer service quickly and successfully. Whether building applications to streamline labeling or delivery, improving manufacturing efficiency or delivering new products to the consumer, we remain focused on delivering a quality product to every customer, every time.

Sugardale, which sells direct to companies overseas and through distributors in each market we service, currently exports to Japan, Canada, Mexico, Korea, Singapore, Hong Kong and some Central American countries.

Sugardale

**Premium Meats,
Customized Solutions**

Since 1920

Contact Avy Konor
800.860.6777
akonor@freshmark.com
www.sugardalefoods.com

Circle No. 18 on the rapid response card

SUGARDALE, INC.

SUGARDALE, INC.



HILLTOP RANCH, INC.

13890 Looney Road, Ballico, CA 95303 • Tel: 209-874-1875 • Fax: 209-874-1877 • almonds@hilltopranch.com • www.hilltopranch.com

Hilltop Ranch Inc. is one of the world's largest almond processors, handling over 25,000 tons and shipping to over 65 countries. Its integrated operations include farming, hulling, shelling, cleaning, sizing, sorting, grading, lab analysis, packing, trucking and exporting.

Hilltop's product-line includes in-shell almonds, whole natural almonds (CCOF organic and conventional) and manufactured almonds such as blanched sliced, slivered, splits, diced and meal.

The company, founded in 1980 by David and Christine Long, became an almond handler in 1984 and has grown steadily. A new processing plant was built in 2002, followed by major

expansions in September 2006 and September 2008. In December 2009, a 4.5 acre solar energy system was installed that supplies approximately 75 percent of the power used for processing. This is one of many steps taken toward sustainability.

Hilltop's corporate philosophy has always been to provide growers and customers with accurate information to help them make educated business decisions. A reputation for honesty with growers and customers has helped the company reach where it is today.

Consistently providing quality that meets or exceeds customer expectations has helped promote the Hilltop Ranch brand. Knowing their customers' individual requirements assures that

quality as well as documentation meet or exceed customer expectations. Hilltop exports directly from the United States, through exclusive distributors in a few select countries, and from bonded warehouses in Europe.

Exports make up about two-thirds of shipments for Hilltop Ranch. The more widespread use of the Internet has made the flow of information quicker and more direct. Hilltop receives and welcomes e-mails every day from companies interested in purchasing almonds directly from the United States. At their website, www.hilltopranch.com, you can find extensive information on almonds, including harvest videos, processing videos, and market info.

Sustainable Practices Make Hilltop Ranch the Long-Term Source for California Almonds

Hilltop Ranch uses sustainable practices to make a cleaner environment, and to enhance the quality and value of California Almonds - the world's most versatile and successful tree nut. We are working to be good neighbors, and provide a strong foundation for generations to come.

Here are just a few of the things we do as an environmentally sustainable supplier of California Almonds:

Our Solar Power plant provides 75% of the electric power required by our processing facility.

Our New, Clean Diesel Truck Fleet moves containers to the Port of Oakland with respect for the environment and our neighbors.

New "Green" corrugated packaging looks great, and is easier to recycle.

To Hilltop Ranch, it is just common sense - take care of the environment with sustainable practices, and good things will follow.



Hilltop Ranch, Inc.
13890 Looney Rd.
Ballico, California 95303 USA
Tel. 1.209.874.1875
Fax 1.209.874.1877
almonds@hilltopranch.com
www.hilltopranch.com
Product of USA

Illinois is known for its diversity of product offerings. Its export focus is on livestock and livestock genetics, grains, feed and feed ingredients, agricultural equipment, bakery products, candy, ingredients, meat and meat products, snack foods, beverages, dairy products, prepared and frozen prepared foods, ethnic foods, condiments, spices, seasonings and sauces.

World trade represents a significant part of Illinois' agricultural economy and the state's companies are recognized worldwide for its quality foods. Illinois ranks third in the nation in agricultural products, with annual exports of more than \$5.5 billion, and fourth among all states in processed foods, with annual exports of more than \$2.5 billion. Illinois' top trading partners include Canada, Mexico, Taiwan, China, Japan and Indonesia. Top export commodities are soybeans and products, feed grains

and products, live animals and meat, wheat and products.

With 2,307 food processing establishments, some of the largest food companies, including subsidiaries, are located in Illinois and include Tyson, Armour Swift-Eckrich, Tootsie Roll, Wrigley, ADM, Quaker, Keebler, Tate & Lyle, Pepsico, Kraft, Nabisco, Corn Products International, M&M/Mars and Entenmann's.

The Illinois Department of Agriculture's Marketing and Promotion staff engage in various promotional activities benefiting the state's food and agribusiness sectors. Their mission is to introduce buyers and sellers together.

The roots of the Illinois Department of Agriculture go back to 1819, when the Illinois Agricultural Association was formed just months after Illinois became a state. The only known record of this organization comes from letters written by early settlers. The department gained

its current status as a regulatory and promotional agency in 1917 under the Civil Administrative Code. Today, the Agriculture Department administers a \$109 million budget and employs more than 600 people statewide.

Separate bureaus administer programs and services directed at conserving the state's land and water resources; protecting the health and welfare of livestock and companion animals; overseeing state and county fairs; regulating seed, feed and fertilizer products; ensuring the financial stability of grain dealers and warehouses; promoting Illinois food and agricultural products; and operating the state's horse-racing programs.

Since 1968, the Illinois Department of Agriculture, headquartered in Springfield, Illinois, has actively and aggressively engaged in international market development and product promotion for the state's food and agribusiness sectors.



Visit the following Illinois companies in the USA Pavilions at SIAL Paris and the Americas Food & Beverage Show to learn more about Illinois' selection of high quality food and beverage products:

SIAL Paris/October 17-21, 2010/ Paris, France

**Western Export Services - Booth #M35 • American Trading - Booth #L52 • Nielsen Massey Vanillas - Booth #K10
Foodsource, Inc. - Booth #K24 • Bay Valley Foods - Booth #K28 • American Food Service - Booth #M21**

Americas Food & Beverage Show, October 26-27, 2010, Miami, FL:

**City Foods - Booth #728 • E. Formella - Booth #714 • USA Popcorn Board - Booth #621 • Bay Valley Foods - Booth #629
Great Lakes Packing - Booth #623 • Zing Zang - Booth #716 • Sahagian & Associates - Booth #617
Gusto Packing - Booth #615 • Fisher Nuts/John B. Sanfilippo & Son - Booth #718 • Action Images - Booth #722
Brandventure Group - Booth #829 • Johnsonville Sausage - Booth #619 • Sokol & Co - Booth #724
Gust-John Foods/Northern Pines - Booth #627 • Al Gelato - Booth #827
Rosa's Horchata - Booth #625 • Devanco Foods - Booth #726**

Illinois Department of Agriculture

Kim Hamilton

P. O. Box 19281, State Fairgrounds
Springfield, IL 62794
Ph: 217-782-5809
Fax: 217-524-5960
E-mail: kim.hamilton@illinois.gov
www.agr.state.il.us

NATIONAL WATERMELON PROMOTION BOARD

3361 Rouse Road, Suite 150, Orlando, FL 32817 • Tel: 407-657-0261 877-599-9595 • Fax: 407-657-2213 • www.watermelon.org

The National Watermelon Promotion Board (NWPB) works to increase consumer demand for watermelon through promotion, research and educational programs. In 1989, watermelon growers and shippers formed the non-profit organization based in Orlando, Florida. Since then, NWPB has developed marketing programs to boost watermelon sales. Through high-profile publicity on television, radio, newspapers and magazines, the Board has showcased watermelon as a healthful, refreshing, versatile fruit.

Thanks in part to NWPB efforts, watermelon is not just for picnics anymore. It has won a regular place on consumers' shopping lists and is

enjoyed year-round by itself or added to a wide variety of desserts, drinks and recipes.

The Board offers tools for store-level training and materials for in-store promotion of watermelon, and it has conducted consumer research, which is highlighted in its retail kit. NWPB promotes the product to consumers by showcasing recipes, a kids' section and preparation and nutrition information on its Web site.

NWPB utilizes funds from the Marketing Assistance Program (MAP) of the U.S. Department of Agriculture (USDA) for consumer awareness and retail promotion campaigns. It currently has offices in Canada and the United Kingdom and will soon open

offices in Mexico. The Board, which offers promotional assistance in any country that imports U.S. watermelon, expects sales growth to continue and exports to Europe and Asia to increase.

Over the years, NWPB has seen increased global interest in and appreciation for high-quality U.S. watermelon because of its consistency and the continued development of new varieties.

International promotion is currently a small portion of NWPB's total promotional activities, but it sees the export sector as a high-growth area as watermelon consumers worldwide become more aware of the health benefits, taste and quality of U.S. watermelon.



Why Watermelon?

- Heart Healthy
- Lycopene Leader in fresh produce
- Excellent source of Vitamin A, B6, & C
- National Leader in fresh cut sales
- Available year-round

**WATERMELON.
NOT
JUST
FOR
PICNICS
ANymore.**

watermelon.org

HEART HEALTHY

National Watermelon Promotion Board

3361 Rouse Road, Suite 150, Orlando, FL 32817

Contact your retail representative or check out our website at watermelon.org

National Watermelon Promotion Board



PACIFIC VALLEY FOODS

2700 Richards Road, Bellevue, Washington 98005 • Tel: 425-643-1805 • Fax: 425-747-4221 • sales@pacificvalleyfoods.com • www.pacificvalleyfoods.com

A family-owned and operated business for more than 30 years, Pacific Valley Foods makes a difference to customers with their extraordinary level of personal attention, service and quality products. Innovation, flexibility, and cre-

ativity set them apart as a company that will do what it takes to give their customers what they need.

The company exports frozen French fries and potato products, frozen and canned vegetables, frozen berries, frozen

waffles and pancakes, bagels, tortillas, dehydrated potatoes, frozen meat and poultry. Frozen potato items comprise their strongest export product line. Over the past 30 years, U.S. frozen French fries have become a popular food enjoyed by consumers in almost every corner of the world. The U.S. produces the highest quality French fries from abundant potato growing regions throughout the states.

Pacific Valley continues to diversify its product lines, grow its private label brands and expand its exports to new countries. Ninety percent of the company's current sales are international, while 10 percent are in the U.S. domestic market. The company has sales throughout every country in Asia, with additional sales in Mexico, Central and South America. Pacific Valley exports directly from Washington and has strategic distributors in numerous countries. It also has overseas offices located in some of the company's largest export markets.

Pacific Valley travels overseas to visit prospective buyers in addition to exhibiting in trade shows around the world. The company advertises in international as well as U.S.-based publications. It has been a participating member of W.U.S.A.T.A. (Western United States Agricultural Trade Association) for more than 15 years and works closely with the Agricultural Trade Offices overseas, as well as U.S. state and federal agricultural departments. The company participates with overseas buying groups through the Washington State Department of Agriculture, Washington State Governor Trade Missions as well as Federal Trade Missions.



From our family to the world.

Innovative. Flexible. Personal.

It's the heart of Pacific Valley Foods. Why?

We're family owned and family operated, so we know what works and what doesn't. We understand that relationships still mean something in this business.

We know that going the extra mile isn't a cliché. It's the only way. Pacific Valley Foods...bringing you the finest for over 30 years.

- Full line of frozen potatoes, vegetables, onion rings
- Frozen blueberries, strawberries, raspberries, blackberries
- Full line frozen tortillas, bagels, waffles
- Dehydrated potatoes program
- Bulk popcorn, dried peas / beans
- Private label programs
- Consolidated shipments and flexible terms



Website: <http://www.pacificvalleyfoods.com> • Email: sales@pacificvalleyfoods.com

U.S.A. Office / Mr. Steve Cooley • 2700 Richards Road • Bellevue, WA 98005 U.S.A.

PH: +1(425) 643-1805 • FAX: +1(425) 747-4221

Looking for qualified distributors in all markets



Circle No. 39 on the rapid response card



2010 BUYERS GUIDE: LISTING OF EXPORTERS

AB FOODS LLC

1555 Shoreline Drive, Suite 320
Boise, ID 83702 USA
Phone: 509-865-2121
Fax: 509-865-2827
E-mail: todd.larimer@abfoodsusa.com
Web site: www.abfoodsusa.com
Contact: Todd Larimer, *Export Sales Manager*
Business Type: Breeder, Exporter,
Packer, Processor
Customer Type: Foodservice, Processing
Industrial, Retail, Wholesale
Product Line: AB Foods produces the high-
est quality beef and pork products under
three premium brand names: Snake River
Farms (American raised Waygu beef and
Kurobuta pork), Double R Ranch and St.
Helen's beef, Rancho El Oro — a Double R
Ranch "Signature" (top third of USDA
choice). AB Foods is the only U.S. producer
with both ISO and HACCP qualification in
every step of its supply chain.
Brand Names: Snake River Farms, Double R
Ranch, St. Helen's Beef, Rancho El Oro

AG ALUMNI SEED

702 State Road 28 E
Romney, IN 47981 USA
Phone: 765-538-3145
Fax: 765-538-3600
E-mail: lewis@agalumniseed.com
Web site: www.agalumniseed.com
Contact: Jane Lewis, *Sales Manager*
Business Type: Broker, Distributor, Grower
Product Line: Hybrid popcorn seed. Product
of the USA.



AGRI-MARK DAIRY PROTEINS

1401 Main Street, West Suite 103
Onalaska, WI 54650
Phone: 608-783-9755

Fax: 608-783-9778
E-mail: pgutierrez@agrimark.net
Web site: www.agrimarkwheyproteins.com
Contact: Peter Gutierrez, *Vice President -
Global Ingredient Sales*
Business Type: Exporter, Manufacturer
Product Line: Non caking food grade whey
powder used in biscuits, cookies, chocolates,
confectionary, starter media, young animal
feed rations, WPC80 used in baby food,
athlete nutrition, medical nutrition,
processed meats, surimi, egg replacement in
baked goods, aged cheddar cheese
Brand Names: Agri-Mark Whey Proteins,
Cabot Cheese, McCadam Cheese, Dairy
America



AMERICAN INDIAN FOODS

100 North 27th Street,
Suite 500
Billings, MT 59101 USA
Phone: 406-256-3525
Fax: 406-256-9980
E-mail: nnotah@indianaglink.com
Web site: www.americanindianfoods.com
Contact: Nathan Notah, *Program Director*
Business Type: Agent, Grower, Manufacturer,
Trade Association
Customer Type: Foodservice, Retail,
Wholesale
Product Line: The goal of "American Indian
Foods" is to put Tribally-owned businesses
in contact with buyers interested in food &
agriculture products. To experience these
authentic Native American tastes, be sure
and watch for the "Made by American Indi-
ans" trademark. All authentic American
Indian producers.
Brand Names: American Indian Foods



AMERICA'S CLASSIC FOODS, LLC

1298 Warren Road
Cambria, CA 93428 USA
Phone: 805-927-0745
Fax: 805-927-2280
E-mail: mgr@amcf.com
Web site: www.amcf.com
Contact: Monty Rice, *President*
Business Type: Distributor, Exporter,
Processor
Customer Type: Foodservice, Processing
Industrial, Wholesale
Product Line: Ice cream mix (powder), ice
cream freezers, restaurant equipment,
restaurant food supplies, smoothies,
frappeccino, and custom powder mix
processing. Exporting since 1994
Brand Names: ACF Spacema

CALIFORNIA PRUNE BOARD

3840 Rosin Court, Suite 170
Sacramento, CA 95834 USA
Phone: 916-565-6232
Fax: 916-565-6237
E-mail: rpeterson@cdpb.org
Web site: www.californiadriedplums.org
Contact: Richard L. Peterson,
Executive Director
Business Type: State Marketing & Trade
Promotion
Product Line: California Prune Board is a
marketing order and promotion organiza-
tion for California pitted and whole prunes,
prune juice, concentrate, paste, puree, pow-
der and diced prunes.
Brand Names: Various



CALIFORNIA TABLE GRAPE COMMISSION

392 West Fallbrook Ave., Suite 101
 Fresno, CA 93711 USA
Phone: 559-447-8350
Fax: 559-447-9184
E-mail: susan@grapesfromcalifornia.com
Web site: www.grapesfromcalifornia.com
Contact: Susan Day, *Vice President*
Business Type: State Marketing & Trade Promotion
Product Line: California table grapes.



CLABBER GIRL CORP.

900 Wahash Avenue
 Terre Haute, IN 47808 USA
Phone: 812-232-9446
Fax: 812-478-7181
E-mail: egloe@clabbergirl.com
Web site: www.clabbergirl.com
Contact: Eric Gloe, *Vice President Sales*
Business Type: Exporter, Manufacturer
Customer Type: Foodservice, Processing Industrial, Retail
Product Line: Baking powder, baking soda, cornstarch, gelatins, cheesecake, pudding and mousse mixes, flavor ice pops, encapsulated ingredients.
Brand Names: Clabber Girl, Rumford, Hearth Club, Davis, Fleischmann's

COHEN PRODUCE MARKETING

1865 Center Mills Road
 Aspers, PA 17304 USA
Phone: 717-677-9111
Fax: 717-677-6120
E-mail: scohen@pa.net
Web site: www.cohenproduce.com
Contact: Sandy Cohen, *Owner*
Business Type: Agent, Broker, Exporter, Shipper
Product Line: Fresh fruit mostly apples, pears, cherries, grapes and citrus. Also raw honey.
Brand Names: Five Star, Saja, Black Stallion, Rice, Nature's Best

COMMERCIAL BAKERIES CORPORATION

45 Torbarrie Road
 Toronto, ON M3L 1G5 Canada
Phone: 416-247-5478 **Fax:** 416-242-4129
E-mail: afuscojr@commercialbakeries.com
Web site: www.commercialbakeries.com
Contact: Anthony Fusco Jr., *Vice President*
Business Type: Exporter, Manufacturer
Customer Type: Foodservice, Retail, Wholesale
Product Line: Leading manufacturer of Conventional, Premium, All Natural, Gourmet cookies and Sandwich Crèmes. Products include chocolate chip, oatmeal, animal shaped cookies, maple crèmes sandwich crèmes made with pure maple syrup.

Certified Organic and Kosher approved. Also offer Crackers, Sugar Wafers, Fruit Crèmes, Single Serve Snack Packs. 0 trans fat, 100 calorie packs, flexible packaging options with wide variety of products.
Brand Names: Taste Delight, Cookie Shop



DAVE'S GOURMET, INC.

2000 McKinnon Ave., Bldg 428 #5
 San Francisco, CA 94124 USA
Phone: 415-401-9100 **Fax:** 415-401-9107
E-mail: dave@davesgourmet.com
Web site: www.davesgourmet.com
Contact: Dave Hirschkop, *President*
Business Type: Manufacturer
Product Line: Makers of organic premium pasta sauces and a wide array of sizzling hot sauces, along with other specialty condiments and spicy nuts.



DOLE FRESH VEGETABLES COMPANY

P.O. Box 2018
 Monterey, CA 93942 USA
Phone: 831-641-4329 **Fax:** 831-641-4335
E-mail: darrell.yoshimi@dole.com
Contact: Darrell Yoshimi, *Manager, International Sales*
Business Type: Exporter, Grower, Packer
Product Line: Lettuce, carrots, cauliflower, celery, broccoli, asparagus, berries, mixed vegetables.
Brand Names: Dole, Bud, Sun Giant



DRISCOLL STRAWBERRY ASSOCIATES, INCORPORATED

345 Westridge Drive
 Watsonville, CA 95076 USA
Phone: 831-763-5000 **Fax:** 831-761-5988
E-mail: kenny.kusumoto@driscolls.com
Web site: www.driscolls.com
Contact: Kenny Kusumoto, *Export Sales Manager*
Business Type: Exporter, Grower, Shipper
Product Line: Berries: strawberries, red and golden raspberries, blackberries, blueberries, organic berries. Long-stem strawberries.
Brand Names: Driscoll's, Berry Valley

EAST-WEST INTERNATIONAL GROUP, INC.

4920 Som Center Road
 Moreland Hills, OH 44022
Phone: 440-349-2064 **Fax:** 440-349-1769
E-mail: gliusa@sbcglobal.net
Web site: www.eastwestdevelop.com
Contact: Jiunn-Der Wu, *President*
Business Type: Distributor, Export Management, Exporter
Customer Type: Foodservice, Retail, Wholesale
Product Line: East-West International

Group, Inc. was established in 1979 in Ohio, USA specializing in marketing US-made foods and beverages. Some of our popular products are: Gourmet Foods — seasonings, pasta sauces, salad dressings, salsa, cheese sauce; Snack Foods & Desserts — Tortilla chips, popcorns, dry nuts, cheesecakes; Ingredients: almonds, pecans, walnuts, pistachio, fruit cans, cheese and Beverages — wines, cocktail mixes, nutritional drinks, concentrate coffee.
Brand Names: Al-Rita, Arandas, Infusion Hot Sauce, Mondo, Moute, Muy Fresco, Savory Collection, Serenity



GRACELAND FRUIT, INC.

1123 Main Street
 Frankfort, MI 49635 USA
Phone: 231-352-7181 **Fax:** 231-352-4711
E-mail: info@gracelandfruit.com
Web site: www.gracelandfruit.com
Contact: Brent Bradley, *VP, Sales and Marketing*
Business Type: Grower, Manufacturer, Processor
Product Line: As the world's largest provider of infused dried fruit and vegetables, Graceland Fruit serves the industrial ingredient market with more 45 different varieties that add natural color, delicious flavor, and healthy benefits to new applications and existing products. Graceland's extraordinary product line includes cherries, plump blueberries, redder cranberries, delicious apples, sweet corn, bright peppers and savory broccoli. In addition to its infused dried products, Graceland's Soft-N-Frozen™ fruits are available in a variety of flavors including blueberry, raspberry, strawberry and mango. They remain remarkably soft to the bite and "scoopable" while providing rich natural color and taste in frozen products. Graceland's Fridg-N-Fresh® ingredients have the color, flavor and appeal of fresh vegetables with the benefit of an extended shelf life in the refrigerator case. Products are available in several piece sizes including whole, sliced, diced and bits.
Brand Names: Graceland Fruit



HILLTOP RANCH, INC.

13890 Looney road
 Ballico, CA 95303 USA
Phone: 209-874-1875 **Fax:** 209-874-1877
E-mail: almonds@hilltopranch.com
Web site: www.hilltopranch.com
Contact: Paul Ewing, *Director of Sales*
Business Type: Exporter, Grower, Manufacturer, Packer, Processor
Product Line: Whole natural, manufactured and inshell almonds.

**J & J SNACK FOODS CORPORATION**

5353 Downey Road
Vernon, CA 90058 USA

Phone: 323-363-7963

Fax: 909-218-3117

E-mail: jwilk@jjsnack.com

Web site: www.jjsnack.com

Contact: Joe Wilk, Director of Southern California Sales

Business Type: Distributor, Exporter, Manufacturer, Packer, Supplier

Customer Type: Foodservice

Product Line: J&J Snack Foods Corp. manufactures and distributes nutritional snack foods. The company's principal snack food products are soft pretzels, frozen juice and desserts, funnel cake, churros and cookie products; which it markets nationally to the foodservice and retail supermarket industries.

Brand Names: Super Pretzel®, Top PePe Churros®, Pretze Fillers®, Country Home Bakers®, Minute Maid Soft Frozen Lemonade®

**JELLY BELLY CANDY COMPANY**

One Jelly Belly Lane
Fairfield, CA 95688 USA

Phone: 707-399-2718

Fax: 707-399-2363

E-mail: kkaufeld@jellybelly.com

Web site: www.JellyBelly.com

Contact: Kay Kauffeld, Sales Assistant

Business Type: Manufacturer

Product Line: Jelly Belly jelly beans, the original Gourmet Jelly Beans since 1976, use natural ingredients to create true-to-life flavors (real fruit purees, real milk chocolate, real coffee, etc). Flavors are added to the center and the shell, and all jelly beans are kosher certified. Fifty official flavors (with new flavors each year), multi-flavored mixes, gummies, fruit jells, chocolates, mel-locremes, gumballs, sugar-free and more.

Brand Names: Jelly Belly, Sunkist Fruit Gems, Beanboozled, Sport Beans, Lollibears, Big Bean, Beanatural

**MAGIC SEASONING BLENDS**

P.O. Box 23342

New Orleans, LA 70183

Phone: 504-731-3590

Fax: 504-731-3576

E-mail: azuniga@chefpaul.com

Web site: www.chefpaul.com

Contact: Anna Zuniga, Director of Export Sales

Business Type: Manufacturer

Customer Type: Foodservice, Processing

Industrial, Retail

Product Line: Chef Paul Prudhomme's All Natural seasoning blends (19 varieties), Magic Pepper Sauce, Magic Sauce Marinades (4 varieties) for sale to retail, foodservice and industrial customers worldwide. Exporting since 1985 out of a 125,000 square foot blending facility in New Orleans, Louisiana, USA.

Brand Names: Chef Paul Prudhomme's Magic Seasoning Blends®

PARAMOUNT EXPORT COMPANY

175 Filbert Street, Suite 201
Oakland, CA 94607 USA

Phone: 510-839-0150

Fax: 510-839-1002

E-mail: info@paramountexport.net

Web site: www.paramountexport.net

Contact: Nick Kukulian, President

Business Type: Exporter

Customer Type: Foodservice, Retail, Wholesale

Product Line: Fresh Fruit and Vegetable Division: Full line of fresh fruits and vegetables from California, Washington, Oregon and Florida. Single products or mixed loads by air or sea shipment. Inspected, selected and shipped to fill customer requirements. Food and Beverage Division: Specializing in hotel, restaurant and retail supply of fine food and beverage products. Consolidating shipments for air and sea shipments of chilled, frozen or dry products. Specialized labeling to meet import requirements.

**ROSE PACKING COMPANY, INC.**

65 South Barrington Road
Barrington, IL 60010 USA

Phone: 847-381-5700

Fax: 847-381-9424

E-mail: hjv@rosepacking.com

Web site: www.rosepacking.com

Contact: Jim Vandenberg, Vice President

Business Type: Exporter, Manufacturer,

Packer, Processor

Product Line: Fresh and processed pork. Specializing in smoked cured pork, ham, Canadian bacon, breakfast sausage, ethnic sausage and back ribs.

Brand Names: Rose and Millrose Farms Brands

SOUTHERN CHAMPION TRAY

220 Compress Street
Chattanooga, TN 37405

Phone: 423-756-5121

Fax: 423-756-5163

E-mail: bhooves@comcast.net

Web site: www.scray.com

Contact: William R. Hoover, Export Manager

Business Type: Exporter, Manufacturer

Customer Type: Foodservice

Product Line: Southern Champion Tray is a paperboard packaging manufacturer

with over 400 stock products designed specifically for the bakery and foodservice market. Cake and pastry boxes, food trays, carry-out boxes, fast food containers and drink carriers are just a few examples. Also produce high-end custom packaging for a variety of industries.

Brand Names: Southland Food Trays

**USA POULTRY & EGG EXPORT COUNCIL**

2300 West Park Place Boulevard, Suite 100
Stone Mountain, GA 30087 USA

Phone: 770-413-0006

Fax: 770-413-0007

E-mail: gtyler@usapeec.org

Web site: www.usapeec.org

Contact: Greg Tyler, Vice President of Marketing

Business Type: Trade Association

Product Line: Chicken, turkey, duck, eggs and egg products, and further processed poultry products.

**WILLCREST FOODS / MA-K LTD**

P.O. Box 66

Buffalo, NY 14240 USA

Phone: 716-853-2012

Fax: 716-853-2011

E-mail: j_will@willpoultry.com

Web site: www.willcrest.com

Contact: Joanne Kaminsky

Business Type: Broker, Distributor, Manufacturer

Customer Type: Foodservice, Retail

Product Line: Original Buffalo Wing Sauce, Apple Boost powder, applesauce, apple bites, salsa, salad dressings, mustard, pasta sauces, cheese.

Brand Names: Original Buffalo Wing Sauces, Apple Boost, Savory Collection

**YOUNG PECAN, INC.**

P.O. Box 5779

Florence, SC 29502 USA

Phone: 843-292-8109

Fax: 843-664-2344

E-mail: hwatts@youngpecan.com

Web site: www.youngpecan.com

Contact: Helen Watts, Executive Vice President

Business Type: Exporter, Manufacturer, Packer, Processor, Shipper

Customer Type: Foodservice, Processing Industrial, Retail, Wholesale

Product Line: Export all sizes of shelled pecans and inshell pecans.

Brand Names: Young Pecan

A

ALMONDS

East-West International Group, Inc.

APPLES/ETC

American Indian Foods
Cohen Produce Marketing
Paramount Export Company
Willcrest Foods / Ma-K Ltd

APRICOTS

Paramount Export Company

ASPARAGUS

Dole Fresh Vegetables Company
Paramount Export Company

AVOCADOS

Paramount Export Company

B

BAKED GOODS/BREAD

J & J Snack Foods Corporation

BAKERY PRODUCTS

American Indian Foods
America's Classic Foods, LLC
Clabber Girl Corp.
Commercial Bakeries Corporation
East-West International Group, Inc.
J & J Snack Foods Corporation
Willcrest Foods / Ma-K Ltd

BEANS

American Indian Foods
Paramount Export Company

BEEF

AB Foods LLC
American Indian Foods
Paramount Export Company

BERRIES

American Indian Foods
Driscoll Strawberry Associates, Incorporated
Graceland Fruit, Inc.
Paramount Export Company

BROCCOLI

Dole Fresh Vegetables Company
Graceland Fruit, Inc.
Paramount Export Company

C

CANDY

Jelly Belly Candy Company

CANNED FRUIT

East-West International Group, Inc.

CARROTS

Paramount Export Company

CATTLE: BEEF

American Indian Foods

CAULIFLOWER

Dole Fresh Vegetables Company

CELERY

Dole Fresh Vegetables Company
Paramount Export Company

CHEESE/PRODUCTS

Paramount Export Company

CHERRIES

Cohen Produce Marketing
Graceland Fruit, Inc.
Paramount Export Company

COFFEE/TEA PRODUCTS

American Indian Foods

CONDIMENTS

Dave's Gourmet, Inc.
East-West International Group, Inc.
Willcrest Foods / Ma-K Ltd

CONFECTIONERY

Commercial Bakeries Corporation
Jelly Belly Candy Company

CONSULTING

East-West International Group, Inc.

COOKIES/CRACKERS

Commercial Bakeries Corporation

CORN

American Indian Foods
East-West International Group, Inc.

D

DAIRY PRODUCTS

Agri-Mark Dairy Proteins
America's Classic Foods, LLC
East-West International Group, Inc.
Paramount Export Company

DEHYDRATED PRODUCTS

America's Classic Foods, LLC
Graceland Fruit, Inc.

DELI FOODS

Rose Packing Company, Inc.

DESSERTS/PASTRIES

America's Classic Foods, LLC
Clabber Girl Corp.
East-West International Group, Inc.
J & J Snack Foods Corporation

DRIED FRUITS

California Prune Board
Graceland Fruit, Inc.
Paramount Export Company

DRINK MIXES

America's Classic Foods, LLC

DUCK

USA Poultry & Egg Export Council

E

EGGS

USA Poultry & Egg Export Council

EQUIPMENT & MACHINES

America's Classic Foods, LLC

ETHNIC FOODS

American Indian Foods
Commercial Bakeries Corporation

F

FISH, FRESH WATER

Paramount Export Company

FISH, SALT WATER

Paramount Export Company

FLAVORINGS

America's Classic Foods, LLC

FOOD ADDITIVES

America's Classic Foods, LLC

FROZEN FOODS

J & J Snack Foods Corporation

FROZEN MEALS

America's Classic Foods, LLC

FROZEN MEATS

America's Classic Foods, LLC
Rose Packing Company, Inc.

FRUIT CONCENTRATES

California Prune Board

FRUIT JUICES

California Prune Board
Paramount Export Company

FRUITS, MISCELLANEOUS

American Indian Foods
California Prune Board
Cohen Produce Marketing
Graceland Fruit, Inc.
Paramount Export Company

G

GARLIC

Cohen Produce Marketing
Magic Seasoning Blends
Paramount Export Company

GELATIN

Clabber Girl Corp.

GRAINS, PROCESSED

J & J Snack Foods Corporation

GRAPEFRUIT

Cohen Produce Marketing
Paramount Export Company

GRAPES

California Table Grape Commission
Cohen Produce Marketing
Paramount Export Company

GROCERY

Commercial Bakeries Corporation
Paramount Export Company

H

HAY

American Indian Foods

HEALTH FOODS

America's Classic Foods, LLC
Commercial Bakeries Corporation
Paramount Export Company
Willcrest Foods / Ma-K Ltd

HERBS

Magic Seasoning Blends

HONEY

Cohen Produce Marketing

I ICE CREAM America's Classic Foods, LLC	P PACKAGE MIXES Clabber Girl Corp.	SAUCES Dave's Gourmet, Inc. East-West International Group, Inc. Magic Seasoning Blends Willcrest Foods / Ma-K Ltd
J JAM, JELLIES AND PRESERVATIVES American Indian Foods Paramount Export Company	PACKAGING Southern Champion Tray	SAUSAGES AB Foods LLC Rose Packing Company, Inc.
K KIWIFRUIT Paramount Export Company	PASTA Paramount Export Company	SEAFOOD American Indian Foods
KOSHER Commercial Bakeries Corporation Jelly Belly Candy Company Willcrest Foods / Ma-K Ltd	PEACHES Graceland Fruit, Inc. Paramount Export Company	SEASONINGS East-West International Group, Inc. Magic Seasoning Blends
L LEMONS Cohen Produce Marketing Paramount Export Company	PEARS Cohen Produce Marketing Paramount Export Company	SEEDS AG Alumni Seed
LETTUCE Dole Fresh Vegetables Company Paramount Export Company	PECANS East-West International Group, Inc. Young Pecan, Inc.	SERVICES, MISC. California Table Grape Commission
M MACADAMIAS J & J Snack Foods Corporation	PEPPERS American Indian Foods Magic Seasoning Blends	SHELLFISH Paramount Export Company
MAPLE PRODUCTS Commercial Bakeries Corporation	PICKLES, ETC. Paramount Export Company	SNACK FOODS American Indian Foods Commercial Bakeries Corporation East-West International Group, Inc. J & J Snack Foods Corporation Paramount Export Company
MEAT AB Foods LLC American Indian Foods Rose Packing Company, Inc.	PISTACHIOS East-West International Group, Inc.	SPECIALLY ITEMS J & J Snack Foods Corporation
MEAT, PROCESSED AB Foods LLC Paramount Export Company Rose Packing Company, Inc.	PIZZA, ETC. J & J Snack Foods Corporation	SPICES East-West International Group, Inc. Magic Seasoning Blends
MELONS Paramount Export Company	PLUMS Paramount Export Company	STRAWBERRIES Driscoll Strawberry Associates, Incorporated Graceland Fruit, Inc.
MEXICAN J & J Snack Foods Corporation	POPCORN AG Alumni Seed American Indian Foods East-West International Group, Inc. Paramount Export Company	SUGAR J & J Snack Foods Corporation
MILK POWDER Agri-Mark Dairy Proteins	PORK AB Foods LLC Paramount Export Company Rose Packing Company, Inc.	T TANGERINES Cohen Produce Marketing
N NECTARINES Cohen Produce Marketing	POTATOES American Indian Foods	TRADE LEADS California Table Grape Commission
NUTS Dave's Gourmet, Inc. Hilltop Ranch, Inc. Paramount Export Company Young Pecan, Inc.	POULTRY Paramount Export Company USA Poultry & Egg Export Council	V VEGETABLES, DEHYDRATED Graceland Fruit, Inc.
O ONIONS Paramount Export Company	PREPARED FOODS Commercial Bakeries Corporation J & J Snack Foods Corporation	VEGETABLES, MISC. Paramount Export Company
ORANGES Cohen Produce Marketing Paramount Export Company	PRUNES California Prune Board	W WHEAT J & J Snack Foods Corporation
ORGANICS American Indian Foods Paramount Export Company Willcrest Foods / Ma-K Ltd	R RAISINS Paramount Export Company	WHEY POWDER Agri-Mark Dairy Proteins
	RICE American Indian Foods	WINES, ETC. East-West International Group, Inc.
	S SALSA Dave's Gourmet, Inc. East-West International Group, Inc. Willcrest Foods / Ma-K Ltd	



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