

JOHN VENA REVAMPS WEB SITE

John Vena Inc., Philadelphia, PA, has redesigned its company Web site. Easy to navigate and filled with photos, the Web site offers useful information for both the trade and consumers. The new site contains detailed product descriptions, company history and pictures, media links, recipes and a blog.



Reader Service No. 304

NMB TAKES ON FOODSERVICE INDUSTRY

National Mango Board (NMB), Orlando, FL, is making major efforts to promote the use of mangos throughout the foodservice industry. NMB plans to partner with Sodexo in the spring/summer of 2009 to provide members with innovative ways to incorporate mangos into their menus. The board will wrap up 2009 by participating at the International Foodservice Editorial Council conference.



Reader Service No. 306

VOC AND WEGMANS DONATE TO SPECIAL FAMILY

Vidalia Onion Committee (VOC), Vidalia, GA, presented Eben Kennedy, category merchant in the produce department for Wegmans Food Markets, with a \$1,000 gas card, which was then donated to a special family through Wegmans' Employee Assistance Programs. The program helps support employees going through difficult times. Kennedy won the gas card through VOC's Original Sweet Onion Trivia Contest.



Reader Service No. 308

PARAMOUNT CITRUS TO DEVOTE ACQUIRED LAND TO CLEMENTINES

Paramount Citrus, Delano, CA, will soon add to its 30,000 acres of citrus with the purchase of 1,000 acres the company plans to use for the expansion of its clementine production and growth of the Cuties California Clementines brand. The acquisition from members of the George family of land in Eastern Fresno, CA, supports Paramount Citrus' long-term strategy in ensuring it meets customer demand.



Reader Service No. 310

VILLAGE FARMS SETS INDUSTRY PRECEDENT FOR FOOD SAFETY

Village Farms L.P., Eatontown, NJ, earned perfect scores on its most recent GAP/GMP third-party audit for all of its Texas facilities. The company developed its own GAP as part of a voluntary guidelines program established to ensure a clean and safe working environment. Modeled after the Food And Drug Administration (FDA) Good Manufacturing Practices (GMP), this program uses the Primus Labs format and third-party auditors.



Reader Service No. 312

KERN RIDGE PACKS SUNKIST NAVAL ORANGES

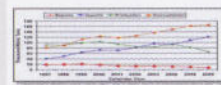
Kern Ridge Growers LLC, Arvin, CA, is now packing Sunkist Navel oranges in Arvin, CA. The year-round shipper of California carrots is going into its second season packing Sunkist Navels with improved machinery and flexibility to pack to order.



Reader Service No. 314

PAIA POSITIONS ASPARAGUS INDUSTRY FOR SUCCESS

Peruvian Asparagus Importers Association (PAIA), Dallas, TX, reports the Peruvian asparagus industry is setting standards for innovation, compliance with food and safety requirements and promotion and production. In 2008, PAIA placed a major focus on innovation and worked closely with U.S. government agencies to advance the trade of fresh Peruvian asparagus.



Reader Service No. 305

IPC REVAMPS WEB SITE

The Idaho Potato Commission (IPC), Eagle, ID, conducted a complete overhaul on its Web site and unveiled a new and improved online resource for consumers and chefs looking for their favorite recipes. The new Web site is engaging and easier to navigate, making it simple to scan for recipes, news and tips for making delicious dishes with Idaho potatoes.



Reader Service No. 307

VMB GIUMARRA OPENS BERRY FACILITY

The Giumarra Companies, Los Angeles, CA, and Vital Berry Marketing S.A., Huechuraba, Santiago, Chile, formed a new company, VMB Giumarra S. de R.L. de C.V., and opened Frigo Berry, a new berry cooling facility, in Jalisco, Mexico. Two hundred guests attended the ribbon-cutting ceremony. Guest speakers at the event included Jalisco Governor Emilio Gonzalez, and Alberto Cárdenas, national agriculture minister of Mexico.



Reader Service No. 309

RAINIER AND CMI KICK OFF GRAPPLE SOCCER PROMOTION

Exclusive producers of Grapple brand apples, Rainier Fruit Co., Selah, WA, and Columbia Marketing International Inc., (CMI), Wenatchee, WA, launched a free collector's edition soccer ball promotion for the 2008-09 crop year. The promotion creates a dynamic kid-friendly sales opportunity for retailers.



Reader Service No. 311

IPC ANNOUNCES 18TH ANNUAL IDAHO POTATO RETAIL DISPLAY CONTEST

Idaho Potato Commission (IPC), Eagle, ID, kicked off its 18th annual Idaho Potato Retail Display Contest that includes more than \$150,000 in cash and prizes along with a free DVD/MP3 player to all qualified entrants. Displays will be judged based on use of Potato Lover's Month signage, creativity, how the display incorporates the partner products and perceived salability of the display. All entries must be received no later than March 31.



Reader Service No. 313

RIVERIDGE RELEASES AMBROSIA APPLE VARIETY

Riveridge Produce Marketing, Sparta, MI, announced the release of Ambrosia, a specialty apple variety, to local markets throughout the Midwest. This unique gourmet variety is available for a limited time now through early 2009. Its bi-colored bright pink and yellow exterior reveals a sweet-honeyed flesh exhibiting a tender, juicy and crisp texture.



Reader Service No. 315

CORRECTION

PRODUCE BUSINESS sincerely regrets an editing error made in the January Produce Watch article on Valencia citrus, which incorrectly listed the host of the event. Holt Logistics in Gloucester City, NJ, hosted the event. Please see corrected article below.

VALENCIAN U.S. CITRUS SEASON KICKED OFF

Holt Logistics in Gloucester City, NJ, hosted more than 50 produce industry representatives, press members and government officials to kick off the start of Valencia citrus season by visiting the port in Gloucester City, NJ. Francisco Camps, president of the Valencia Region of Spain, and Maritina Hernandez, secretary of agriculture attended the event to receive the *Ice River*, a 600-foot-long vessel arriving with about 4,600 tons of Spanish clementines. In addition to the Valencia delegation, some prominent importers, including Jac. Vanderberg Inc., LGS Specialty Sales Ltd., DNE World Fruit Sales, Seven Seas Fruit, The Tom Lange Co., Ibertrade Commercial Corp., Bacchus Fresh International Inc., Seald-Sweet International and Merex Corp., and some distributors, such as Baldor and Dandrea Produce, attended the event.



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