

PMA FRESH SUMMIT 2007



Yakima Fresh LLC, a shipper of fresh vegetables, apples, pears and stone fruits, was well represented at this year's PMA convention. Shown are Account Manager Byron Ithnen, Account Manager Bill Elkins, Vice President of Marketing and Business Development Tom Papke, member Rob Stewart and Director of Southeast Marketing Jim Doherty.



Kevin Hendrix of Hendrix Produce Inc., a year-round handler of sweet onions based in the Vidalia onion-growing region of Georgia, said that the Vidalia crop this year was favorable. 'We had a good-quality crop this year. The onions were good all the way through. The storage crop was good.' The firm wrapped up its Vidalia storage crop in early September. Hendrix Produce was displaying its vertical bag pack, which it premiered last year. 'Consumers like the pack,' Mr. Hendrix said. The stand-up bag is available in two-, three-, four- or five-pound sizes, or whatever configuration the firm's customers want. All the onions Hendrix handles, regardless of where they are produced, are sorted, graded and packed at its facilities in Metter, GA.



Reggie Brown and Samantha Winters of the Florida Tomato Committee.



Guy Lariviere with a clamshell of HydroSerre Mirabel Inc.'s 'live' Boston lettuce. Mr. Lariviere, a 33-year industry veteran, recently joined the firm and will serve as its Canadian account manager.



Beverly Camp, Mike George and Amanda Leo of Discovery Garden's, a division of California Oregon Seed Inc., with some of its 'Sierra Gold' potatoes. The Oakdale, CA-based firm unveiled its new Sierra Rose variety, which has a shiny red to dark mahogany skin with a golden center that it expected to be available later this fall.



Michelle Davidson and Lina Rios of Salyer American Fresh Foods Inc.



The staff of Dandrea Produce Inc. in Landisville, NJ, was on hand at the PMA convention in Houston distributing information about the company's line of products. The firm will look to expand its organic program this year and will boost its sourcing of blueberries and cherries from Argentina.



Chris Cordero and Ande Manos of Babe Farms.