

Business updates

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rather than outsource them to another location," owner Danny Andrews said.

In March the grower was building a watermelon packing line in an existing 10,000-square-foot facility. The line is expected to start operations June 20.



Courtesy The Flavor Tree Fruit Co.

The Flavor Tree Fruit Co. packs stemless sequoia variety cherries in clamshells under the Cherry Bomb label.

Flavor Tree builds Cherry Bomb program

The Flavor Tree Fruit Co. LLC, Hanford, Calif., plans to expand its Cherry Bomb program this season, said Mo Cameron, sales manager.

The stemless sequoia variety cherries are packed in 1-pound clamshells. Last year, the firm test-marketed the concept.

"We were kind of testing to see what kind of reaction we'd get from the trade with stemless cherries," Cameron said. "They

just happen to be stemless cherries. The selling point is they're very high in brix, very dark in color and very crunchy."

Giumarra Bros. beefs up sales desk

Giumarra Bros. Fruit Co. Inc., Reedley, Calif., has added to its sales department.

Jeannine Martin takes over as director of sales, said John Thuesen, division manager.

Martin has worked in the produce industry since 1977, most recently as a saleswoman with Patch Sales LLC, Dinuba, Calif.

Bob Faulkner has joined the company's sales staff in Reedley. Previously he was director of sales at Double D Farms, a Coalinga, Calif., grower-shipper of organic fruits and vegetables.

Glen Tomkiewicz was named special projects manager addressing sales, marketing, exports and import issues at The Giumarra Cos. in Vernon, Calif.

Kingsburg plans bags for three labels

Kingsburg Orchards Inc., Kingsburg, Calif., plans to roll out display-ready bags for its Dinosaur Brand, Flavor Farmer and Flying Saucer labels this season, said Dan Spain, vice president of sales and marketing.

The grower-shipper test-marketed the bags last year for plums, plums, peaches and nectarines to rave reviews.

"It's kind of like the Cuties,



Courtesy Kingsburg Orchard

Kingsburg Orchards plans to pack its Dinosaur brand plums, its Flavor Farmer stone fruit and Flying Saucer flat peaches in new packaging.

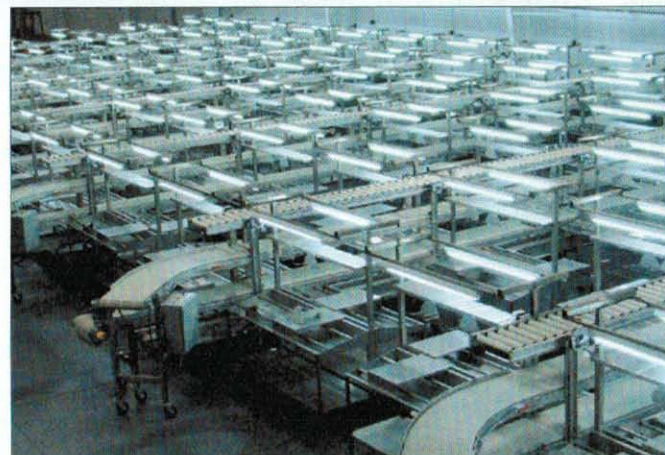
but not much had been done in stone fruit," Spain said. "Retailers were very happy."

In fact, the response was so good that Kingsburg Orchards invested in three bagging machines for this season.

Primavera Marketing hires marketer

Carolyn Becker has joined Primavera Marketing Inc., Linden, Calif., as a consultant to help with merchandising, said Rich Santibado, domestic sales manager.

Previously Becker was marketing and national accounts manager for the California Pear Advisory Board, Sacramento. As owner of Marketing and Merchandising Services, Denver, she provided domestic res-



Courtesy Sundale Sales

Sundale Sales, Tulare, Calif., is undertaking a \$10 million expansion that will add two rooms and a custom-pack facility at its cold storage operation.

tail promotions and marketing support to the California Cherry Advisory Board, Stockton.

Sundale expands packing plant

Grape grower-shipper Sundale Sales, Tulare, Calif., is undertaking a \$10 million expansion program, including the addition of two rooms and a custom-pack facility at its cold storage operation.

Sundale Sales is the marketing arm of Sundale Vineyards & Cold Storage.

"We have been forced to expand because the market place continues to grow," Sean Stockton, chief executive officer.

Since Stockton joined the firm in 2006, he said Sundale has expanded essential-

ly every year.

Western Fresh increases organic fig volume

Madera, Calif.-based Western Fresh Marketing is increasing its organic fig production.

"I have a new 40-acre block of organic figs with tiger stripes, sierras and black missions in Coachella," George Kracie, president.

It's a block of young plantings that's just starting production, part of a 160-acre ranch in Coachella.

The Coachella deal typically starts in late May, but Kracie said figs could be harvested sooner in the desert region this year.

By staff writers Mike Hornick and Vicky Boyd.