

# Network CONNECTION



Weekly updates and market insights from CTFA's PPN Network

January 29, 2007

## Chill Hours Update

As of 1/28	2006-7 to date	YAGO to date
Arvin	862	472
Parlier	927	605

## News from the Network

### Grill'n & Chill'n to Heat Up Summer Promotions

A fresh new sweepstakes from California peaches, plums and nectarines promises excitement in the produce section for the 2007 season.

Following on two successful years of promotional partnership with Fresh Express salads, the California peach, plum and nectarine industry strikes out on its own while continuing to expand the fresh thinking that made the Tasty Tunes iTunes promotion a success. The coming season's Grill'n & Chill'n promotion will feature delicious new usage ideas for fruit on the grill as well as an attention-grabbing sweepstakes offer.

Recipes for juicy salsas, hearty salads, tasty kabobs, and delicious desserts will be featured as part of the promotion, providing new usage ideas for consumers for these favorite summer fruits. "The Tasty Tunes fruit-and-salad promotion focused on a usage idea new to many consumers. Grill'n & Chill'n will also feature an on-trend menu idea that expands possibilities for the category," said Sheri Mierau, CTFA President.

The Grill'n & Chill'n sweepstakes will be delivered to consumers through point-of-sale materials. Tear-off pads will include the great-tasting recipes and how to enter to win, with entry possible online or through the mail. The sweepstakes' grand prize will be a \$5,000 outdoor kitchen package for one lucky entrant, awarded via gift card to a barbeque retailer. One winning consumer at each participating retail banner will receive a first prize of a grill package valued at \$500, also via gift card, with multiple consumers receiving second prizes of logo-imprinted coolers. The promotion will also be supported with grilling-focused public relations efforts, including a satellite media tour and recipe releases.

For questions about the promotion, contact Sheri Mierau at [smierau@caltreefruit.com](mailto:smierau@caltreefruit.com) or 559-638-8260.

## The PPN Network Presents

### 2007 Trend Report, Regional Overviews Now Available from the Download Center

The latest additions to the PPN Network Download Center include the 2007 edition of CTFA's *Retail Trend Report* and updated 2006 Regional Overviews, both available on the [Category Review](#) page within the Industry Information section. Materials in this section are available exclusively to industry members.

The *Retail Trend Report* brings together the year's key changes in food retailing, providing a quick background on events that shaped the retail picture in 2006 and patterns expected to carry over into years to come. Retail sales, expansion and consolidation, retail and consumer trends, produce category changes and external concerns are all touched on in this fast read.

The Regional Overview reports provide a topline snapshot of a region's performance. Each brief presentation focuses on a single region, and relates commodity and type volume and dollar share within the category, volume, sales and price by month, as well as average price by type. Initially made available in October, with data from April through August, the updated set of reports includes data for April through October.

For assistance in obtaining a login for the PPN Network Download Center, contact Marketing Coordinator Carly Rodgers at 559-638-8260 or [croddgers@caltreefruit.com](mailto:croddgers@caltreefruit.com).

### **Mini-Category Reviews Available from the Download Center**

Mini-category reviews for more than two dozen leading retail banners are proving popular among PPN Network Download Center users, with over 200 downloads since January 8. The reviews provide a detailed look at each retailer's dollar, volume, and price performance over the past two seasons as well as ad activity for the current year. In most cases, information on display space and position, gathered from in-store audits, is also included.

The reviews are available to all industry members and may be downloaded from the [Category Review](#) page of the Industry Information section of the PPN Network Download Center. For questions about the reviews, contact Jocelyn Waite at [jwaite@caltreefruit.com](mailto:jwaite@caltreefruit.com) or 559-638-8260.

### **International News**

#### **Mexico Program Registration Now Open Through CGTFL; Continues Through February 10**

All orchards participating in the Mexico Export Program under the systems approach must have traps with pheromone lures in orchards before the first OFM emergence or no later than February 15. Compliance agreements need to be signed in each respective county. For orchard requirements, please contact Mary Martin at the California Grape & Tree Fruit League office or your county.

Program registration for the 2007 season's export program to Mexico continues, with workplan requirements and registration forms available from the California Grape and Tree Fruit League. Registration forms must be received by CGTFL by February 10. For more information, contact Marcy Martin at [mmartin@cgftl.com](mailto:mmartin@cgftl.com) or 559-226-6330.

### **Meetings of Note**

#### **Winter Committee Business Meetings to Take Place February 28**

The CTFA Winter Committee meetings will take place Wednesday, February 28, 2007 at the Fresno Convention Center, at 8 a.m., prior to the CTFA Research Symposium. For questions, contact Corina Tamez at [ctamez@caltreefruit.com](mailto:ctamez@caltreefruit.com) or 559-638-8260.

## **CTFA Symposium Update**

Invitations for the inaugural CTFA Educational Symposium are on their way to industry members. This February 28 event at the Fresno Convention Center will be co-sponsored by the California Grape & Tree Fruit League and Sinclair Systems International. The day promises to be an informative one, with opportunities to hear from retail panelists, agricultural, nutrition and consumer researchers, as well as California Secretary of Agriculture A.G. Kawamura. The symposium will begin with registration at 10 a.m. and include a retail panel discussion, food safety update, lunch session, and afternoon sessions on a variety of topics. Industry members are most encouraged to attend, but all interested parties are welcome at this event. For questions, contact Gary Van Sickle at [gvansickle@caltreefruit.com](mailto:gvansickle@caltreefruit.com) or 559-638-8260.

## **Save the Date: Grower/Packer Update Meetings Scheduled for March 13, 14**

Meetings to familiarize growers and packers with marketing order changes for 2007 will take place March 13 and 14. Topics to be addressed include changes following from the move from mandatory to voluntary inspection, as well as requirements necessary for use of the CA Well Mat® mark. Mark your calendar for one of the following meetings. March 13: Exeter, 7:30 a.m.; Arvin, 12 p.m. March 14: Dinuba: 10 a.m.; Parlier, 2 p.m. For questions, contact Gary Van Sickle at [gvansickle@caltreefruit.com](mailto:gvansickle@caltreefruit.com) or 559-638-8260.

If you experience a problem with this communication, please contact Jocelyn Waite at [jwaite@caltreefruit.com](mailto:jwaite@caltreefruit.com)