


# PRODUCE RETAILER

MAY 2010 ■ produceretailer.com ■ \$4 

PROFITABLE RETAIL PRODUCE OPERATIONS, TRENDS & PROMOTIONS

## THE LOCAL ANGLE:

CONSUMERS WANT IT — HERE'S HOW TO GET IT

CATEGORY  
SPOTLIGHT:  
BERRIES



# nions

## PERI & SONS FARMS, INC. Company history:

Since 1979 Peri & Sons Farms has grown from a single 500 acre farm of white onions to a 7500 acre multi-state operation which offers conventional and organic white, yellow, red and sweet onions. Owner David Peri is a third-generation farmer whose family lineage includes a 100-year-plus farming background.

The company, which is still family-owned, attributes its success to the quality and consistency of its onions. Over the years, Peri & Sons Farms has developed clean, safe growing practices to get the most of its crops. Nowadays our onions are grown year round in northern Nevada and California.

## Varieties offered:

Premium white, yellow, red and sweet onions—both conventionally and organically grown. Peri & Sons Farms has been growing organic onions since 2007; today approximately 10% of Peri & Sons Farms' crop is organic. While the organic movement is growing, consumers are more inclined to buy organic produce that truly offers the best safety value. In general, onions are not as susceptible to food borne bacteria as other vegetables, but

we will continue to follow the organic market and keep up with demand accordingly.

## Labels used:

Currently, Peri & Sons Farms sells its onions under the following labels: Macho, Mustang, Desert Diamond, Desert Pearl, Wabuska Whopper, Nevada Gold Nugget, Purple Passion, Desert Ruby, Mother's Love® and Sweetie Sweet®. In 2010 the company will begin transitioning all products to the Peri & Sons Farms brand. The transition should be complete by the end of 2011.

## Our competitive advantage:

When your name is on the label, you take pride in what goes in the box. Being a grower, packer and shipper, we have full control of the quality and safety of our onions from the farm to the grocery store. In today's environment of produce traceability, having that control is very important. Because all of our onions are our own, we know everything about how they're grown.

## Food safety efforts:

Food safety is very important to Peri &

Sons Farms. We've recently achieved a "superior" rating for our food safety practices; the highest safety rating possible. All of our onions are NutriClean® certified 100% pesticide free. Long before PTI, we had an excellent internal traceability system in place. It's now necessary to follow a standardized traceability method, and we're on our way to attacking all PTI milestones. Moving towards PTI compliance has helped us further improve our overall quality control and operational efficiencies. Our long-term goal is to be able to track every case of onions back to the field, lot, row and employee who harvests it.

## Outlook for the 2010 season:

We are very optimistic about this season. We have a lot of great customers who have come to appreciate the quality and consistency of our product as well as our commitment to food safety. We're fortunate that onions are an integral part of a wide variety of cuisines—American, Spanish and Asian to name a few. During this economic downturn, many Americans are trading restaurant meals for more home-cooked meals which is positive for the produce industry.

# There's Nothing Between Us.

It's just you and us. **YOU** want a consistent, year-round source for the finest, freshest onions ethically-grown only in the USA using certified, clean, safe and traceable practices. **WE** expertly grow, pack and security-ship our premium white, yellow, red, sweet and organic onions, directly from our family-owned farms right to your door. No stops. Nothing in between.

When you choose Peri & Sons Farms as your year-round partner, nothing stands between you and a successful onion program. And just between us ... no one else matches our consistent quality, value, safety standards and service.

Give us a call. We'll prove it to you.

**PERI & SONS®**  
F A R M S 

Where good things grow.™

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