

Peri & Sons sees strong onion demand in new year

Over the last 18 months, as jobs continued to be lost and economic conditions worsened, more people found their way back into the kitchen, and a recent Zagat survey confirmed that since the economic downturn, 61 percent of those polled said they have been cooking at home more than before.

Additionally, grocery retailers across America have embraced the eating-in trend, offering recipe ideas to help consumers prepare more homemade meals.

Companies like Peri & Sons Farms that market core ingredients are definitely benefiting from the trend, according to Jessica Peri Cummings, sales manager for Peri & Sons Farms based in Yerington, NV.

"Demand for our white, yellow and red onions is running high, and demand for our 'Sweetie Sweet' brand onions has gone crazy this year," Ms. Peri said in a Jan. 13 press release. "I can't remember a busier fourth quarter, and January 2010 has been nonstop."

Teri Gibson, customer relations manager for Peri & Sons, concurred, noting that increased cooking at home has caused consumers to look for new and interesting meal ideas.

"The popularity of lifestyle cooking shows and celebrity

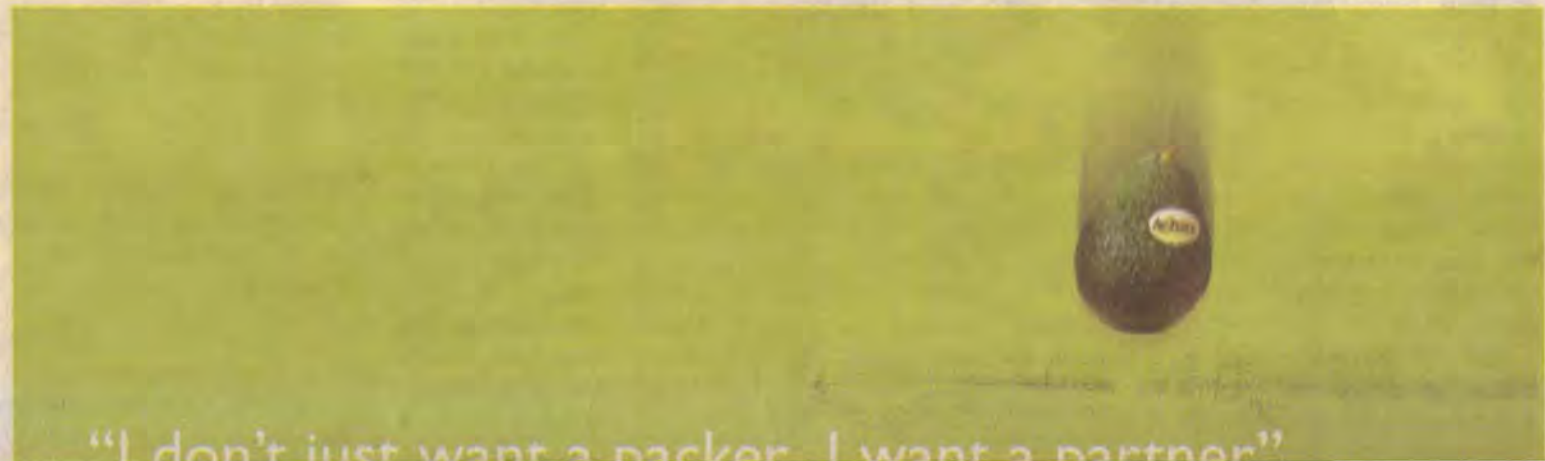
ing and shipping our distinct line of onions. All of our onions are grown on our farms in the United States and are shipped directly to our customers with no stops in between. We hand-harvest and hand-sort our onions in our own carefully monitored, state-of-the-art sheds to ensure that the onions our customers buy from us are always the highest quality possible."

After weathering the current recession for a year-and-a-half, consumers are awaiting signs that the economy is recovering.

Ms. Gibson concluded, "While we wish for the end of this recession, I think there is a part of us that hopes that America's renewed interest in preparing home-cooked meals sticks around long after the recession is gone."



At the Peri & Sons Yerington, NV, onion packingshed are sales agents Tiffany Creedon and Peter Ng and Sales Manager Jessica Peri Cummings. (Photo courtesy of Peri & Sons Farms Inc.)



chefs, as well as the widening acceptance of ethnically diverse menus, has helped drive demand for all varieties of onions," Ms. Gibson said in the press release.

She pointed out that "more and more recipes are specifying a particular onion variety. One only has to browse through the multitude of new recipes listed on cooking-related web sites to see that the unique flavors and characteristics of onions — whether white, yellow, red or sweet — are being distinguished and fully appreciated. And that's good for business."

Moreover, Ms. Gibson noted that the trend toward more home-cooked meals might also be responsible for a growing awareness about the quality and safety of the produce consumed.

"For over 30 years, Peri & Sons Farms has developed and diligently practiced the cleanest and safest methods possible for storing, packing and shipping our premium white, yellow, red, sweet and organic onions," Ms. Gibson said. "Along with our many safety certifications, including our consistent 'Superior' GAP rating, we are also aggressively moving forward with the six-step course-of-action prescribed by the Produce Traceability Initiative."

Ms. Peri added, "Our customers mean everything to us. Peri & Sons Farms takes a heartfelt, hands-on approach to every aspect of growing, pack-

I don't just want a packer...I want a partner.

Busy Avocado Buyer

AVOTERRA? AVOTERRIFIC.



In the avocado world, a healthy crop and good price don't always translate to long-term success. You need a trusted partner, too—a supplier who has your best interest in mind, season after season. So next time a challenge falls into your lap, call on AvoTerra by Index Fresh. We boast the highest quality, most creative programs in the business and a band of the shrewdest problem solvers around. And we've earned our reputation for dependable customer service over the good part of a century. Fact is, we respect your organization as much as you can count on ours.

It's not just produce...it's a promise.
www.avoterra.com

©2009 Index Fresh Inc. All rights reserved.