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Pete Delgado, President/CEO and his team at Salinas Valley Memorial are proud to wear pink in support of California Rodeo Salinas and Wrangler’s Tough Enough To Wear Pink campaign. For each ticket sold on Thursday night (July 17), $1 goes to caring for cancer patients and their families at our Comprehensive Community Cancer Center. Join us in demonstrating the power of pink.
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Congratulations to our cover photo contest winner —Greg Hyde!

Cover Photo

Vineyard Geometry at River Road Vineyard. Photo by Greg Hyde. © All rights reserved
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I just returned from the inaugural London Produce Show presented by The Fresh Produce Consortium, the United Kingdom’s (U.K.) fresh produce trade association, and Produce Business magazine.

Mind you I have no immediate plans to export my company’s products beyond North America anytime soon—certainly not to the European Union where shelf life and freight costs make the proposition a folly one.

I went on the recommendation of my dear friend and mentor Jim Prevor (publisher of Produce Business). We both believe growing your business goes beyond the buying and selling function. Rather growth comes from the sharing of ideas, networking and learning from others.

My main purpose for attending the show was the opportunity to tour retail operations in the U.K. Now more than ever the retail market in the U.K. is starting to mirror ours here at home with deep discounters and upscale retailers both gaining market share from conventional, main stream grocers.

You may ask why wait for a produce show to look at grocery stores in London? Certainly with the right travel budget you could do so on your own at any time. But this retail tour was led by David Shapely, a journalist who has covered the European fresh produce market for 55 years. Additionally, Shapely was a director on the board of the Fresh Fruit and Vegetable Information Bureau which launched the Five-a-Day campaign in the U.K. Five-a-Day encourages fresh produce consumption and is still operational today under a government initiative.

Claire Powell was our other tour guide. Powell provided a wealth of experience having spent nine years with Sainsbury’s in London where she was in charge of fresh produce operations. So this tour went above and beyond the usual “store check.” Our hosts were two produce veterans in the U.K. who provided valuable insight (couple that with the fact that there were several leading U.S. retailers sharing the bus and walking the stores with me.) Let’s just say it was a most productive day!

We visited three of the “Big Four” as they are referred to in the U.K.: ASDA, Tesco and Sainsbury’s (Morrison’s is the fourth). The stores were incredibly clean and well lit and were quite busy. As expected, most of the produce sold here is packaged. Even individual cucumbers and ears of corn were in plastic sleeves. I found it interesting the tomatoes and bell peppers were refrigerated while fresh herbs were not. Leading, more upscale retailers, Waitrose and Marks & Spencer were also on the tour featuring more prepared food and grab ‘n go operations. Discounter Lidl provided a perspective from the other end of the spectrum. Perhaps the operation closest to home was the Whole Foods Store in Kensington (all three stories of it). It was a marvel.

I came home from the London Produce Show with new colleagues, packaging samples, new ideas and inspiration. Thank you to Jim Prevor and the folks at Produce Business magazine for leading the industry towards knowledge gain and thank you to the U.K.’s Fresh Produce Consortium for being exceptional hosts. While I may not attend on an annual basis, I would recommend this event to anyone that is seeking to look above and beyond for new ideas and share innovations of your own. The produce industry is a global one. It’s a good idea to see what’s out there.

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Contributors

**CATHY BURNS**
Cathy joined Produce Marketing Association as president in December 2013. She has 30 years of supermarket industry experience including time as president of Food Lion. She served as chair of the Produce Traceability Initiative’s Leadership Council and chair of the Coca-Cola Research Council. She is a past board member of the Network of Executive Women and is current chair of the board of governors of Children’s Miracle Hospital Network, as well as chair of the board for Duke Children’s Hospital.

**CHRISTOPHER BUNN JR.**
Christopher was born and raised in California. He grew up working on his family’s farm in the Salinas Valley. In addition to holding various odd jobs on all of the continents except Antarctica, he worked for years in the U.K. and U.S. in television and children’s animation. He’s written five novels and spends whatever free time he has writing stories, scripts and songs. He now lives near Salinas with his wife and three sons, and works on the family farm.

**LUIS ALVAREZ**
When Luis founded Alvarez Technology Group in 2001 he envisioned creating a professional information technology services firm that would cater to the specific needs of small and mid-sized companies, affordably providing the same IT support for which Fortune 100 companies pay a premium. The company is now recognized as the premier IT leader on the Central Coast. Luis has a BS in information technology and MBA from the University of Phoenix. He is a retired non-commissioned officer of the U.S. Air Force where he spent his career working in the field of Intelligence.

**CHADWICK BOYD**
For more than 20 years, Chadwick has worked with celebrity chefs, premium retailers, major book and magazine publishers, and national television and consumer brands to develop content, programming and products that help consumers live better through food. He serves as both a brand strategist and television/media personality and has built and owned consumer food brand marketing firms serving Panera Bread, ConAgra Foods, Target and many more. Chadwick regularly appears on NBC, AMC, CBS, FOX, PBS and cable networks, sharing food tips and inspiration.

**JESS BROWN**
Jess serves as executive director of the Santa Cruz County Farm Bureau and the educational organization Agri-Culture. His community activities include past president of the Cultural Council of Santa Cruz County, Monterey Museum of Art, Cabrillo College Foundation and Community Foundation of Santa Cruz County. Jess served as commissioner of the Santa Cruz County Parks and Recreation Department. Currently, Jess serves on the board for Leadership Santa Cruz County, Santa Cruz Area Chamber of Commerce and is chair of the Tannery Arts Center.

**LINO BELLi**
Lino is the founder of Belli Architectural Group and has more than 25 years of experience working in Monterey County with a focus on agricultural, institutional and commercial projects. He assists clients in considering building types, budgetary limitations and timeline issues to arrive at the best choice for their particular projects. He holds a bachelor’s degree in architecture from California Polytechnic State University and is a registered architect in California, Arizona and Washington. Lino is an associate member of the Grower-Shipper Association of Central California and the Monterey County Vintners & Growers Association.
SHANNON LEIGH
Shannon is the western sales leader, west region division, for C.H. Robinson Worldwide, Inc. She oversees the customer group department for the western territory. Her core focus is the customer development process, planning and executing strategic goals, and developing personnel. She and her team work with produce growers and shippers, specializing in temperature controlled global logistics. Shannon serves on the transportation committees for Western Growers Association, California Grape and Tree Fruit League, and other regional and national trade association groups. She is a recent graduate of the California Agricultural Leadership Program, Class 43.

GRAY DROHAN
Gray is director of consulting at Junction Solutions and is responsible for delivering solutions and services to businesses operating food and beverage supply chains. He has a bachelor’s degree in business administration with a concentration in accounting from the University of Washington. Gray has more than 20 years of enterprise systems experience, both as a senior executive in corporate IT and as a consultant. A CPA, he has extensive experience in public accounting, finance and regulatory reporting.

LAURIE DANIEL
A resident of the Santa Cruz Mountains, Laurie has been a journalist for more than 30 years. She grew up in wine-deprived surroundings in the Midwest but quickly developed an interest in wine after she moved to California. Her weekly wine column is published in several newspapers, including the San Jose Mercury News, and her work has appeared in magazines such as Food & Wine, Wine Country Living, Wines & Vines, Drinks and Wine Enthusiast. She is a frequent judge at wine competitions in the U.S. and abroad.

PAULA OLSON
Paula is vice president of marketing at Western Growers and has worked in marketing for more than 25 years. Her experience spans a variety of fields including information technology, newspapers and insurance. At Western Growers her responsibilities include WG’s website, data, content, branding and the foundation. Often calling herself a “meat-eating vegetarian,” her passion is to get people—especially children—to eat lots of fresh fruits and vegetables. Having recently received her internet marketing certificate from UC Irvine, she is now studying to become a master gardener. Follow Paula on Twitter at @producepedia.

MELODY YOUNG
Melody, a lifestyle consultant and owner of MY DESIGNS, provides custom-tailed home, personal and professional services to meet each client’s unique needs. With many years’ experience as a designer and organizer, Melody acts as the liaison between her clients’ real world and their perfect world. Services include home design, organization and event planning, as well as custom gifts and accessories and concierge services. She is a member of the National Association of Professional Organizers and donates time to various charities in Monterey County.

STEPHEN KIM
Stephen is an attorney at L+G, LLP. He is a founding member of the firm’s family advantage group which focuses on providing legal advice families need to prosper and weather difficult times. He concentrates on immigration, debt relief, tax relief and wealth preservation. Stephen serves as a board member for Salinas City Elementary School District and chair of the Korean Cultural Center, and is a member of the Tri-County Association of Latino Elected Officials. Stephen is also a member of the American Immigration Lawyers Association and the National Association of Consumer Bankruptcy Attorneys.
Contributors

**STEPHANIE BOUQUET**
Stephanie is a registered dietitian and owner of SB Nutrition Consulting. She holds a BS in nutritional science from Cal Poly, San Luis Obispo and an MS in dietetics with a dietetic internship from Cal State University, Northridge. Since 1993 Stephanie has practiced in the field of nutrition with specialized board certifications in weight management, diabetes and sports nutrition. She offers individualized nutrition consultations, group style classes, athletic team presentations and wellness coaching services. As a native of Salinas, Stephanie returned to the area to raise her own family. For more information visit www.sbnutrition.net.

**PATRICK TREGENZA**
Patrick operates a thriving commercial photography studio in downtown Monterey. Celebrating his twentieth year in business, Patrick is proud his list of clients and interesting projects continues to grow. Targeting the agriculture industry as being one of the most dynamic areas of local commerce, Patrick carved out a niche and is recognized as a leader in photographing food and produce. Most recently, he has expanded his repertoire to apply his lighting and compositional skills to live action video so he can accommodate the ever increasing demand for compelling web content. Patrick’s skills continue to evolve as the tools of his medium do the same.

**STEVE MCSHANE**
Steve is a master gardener and owner and general manager of McShane’s Nursery & Landscape Supply in Salinas. He has a BS in soil science from California Polytechnic State University and MBA from Santa Clara University. He serves as a Salinas city councilman. When not working, he loves hiking, traveling to far reaches of the planet and experimenting with exotic fruits. Steve can be contacted at steve@mcshanesnursery.com or 831-455-1876.

**DYON J. FOSTER**
Raised near Houston, Texas, Dyon joined Hahn Estates in 2012. He brings more than a decade of wine and hospitality experience to the Hahn Estate culinary program. Dyon’s culinary style focuses on using high-quality local ingredients that blend techniques and flavors from the Mediterranean, France, Germany, Mexico and the Pacific Rim.

**AMANDA WEST READE**
After 10 years working as a publicist in Nashville, TN for various country music artists, song writers and book authors, marriage brought Amanda to the Monterey Peninsula where she now serves as communications director for the Monterey County Vintners & Growers Association. Her role includes outreach, education and promoting the grape growing and wine making efforts in Monterey County through all media channels.

**BURTON ANDERSON**
Burton is an author and historian whose works include “The Salinas Valley: A History of America’s Salad Bowl,” “California Rodeo Salinas: 100 Years of History,” and numerous other articles and studies. A contributing member of the Monterey County Historical Society, Burton is a speaker on topics related to the environment, culture and world agriculture. Burton is a member of the board of governors at the UC Berkeley College of Natural Resources (formerly the College of Agriculture).
Coastal Grower values the contributions of all our writers. Contributors wishing to be recognized are listed here. In some cases contributors prefer to remain unrecognized with a bio and photo, or prefer complete anonymity. In those instances articles are published with no recognition or attribution.

GREG HYDE
COVER PHOTO CONTEST WINNER

Greg is a videographer, video editor, musician and photography teacher at Pacific Grove Adult School. He is also a sometime photographer. Greg and his wife Dixie own Best Shot Video and they often do photography as part of their videography coverage of events. After taking a weekend photography course with David Gubernick in Big Sur, both Greg and Dixie began doing more and more photography for fun. He prefers landscape and panoramic shots of nature, especially anything with lots of color.

“

We are very pleased Mr. Bruno is joining Pinnacle Bank’s Board of Directors. We welcome Paul’s strategic input, entrepreneurial spirit, energy and enthusiasm for continuing to build the Bank’s franchise and create further shareholder value,” stated Susan K. Black, President and Chief Executive Officer.

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