

# THE PRODUCE NEWS

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COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1897



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## DNE World Fruit covers summer citrus market from multiple regions

by Keith Loria | July 14, 2016

With summer citrus arriving from South Africa, Chile, Peru, Uruguay and Australia and heading to retailers, wholesalers, retail brokers and foodservice operations throughout the U.S., as well as numerous Caribbean countries, DNE World Fruit LLC, headquartered in Fort Pierce, FL, is one of the busiest players in the business.

Kathy Hearl, DNE's marketing promotions manager, noted retailers can now merchandise and grow their citrus profits all year long due to the wide variety of imported citrus.



Workers on a packingline. DNE sources its summer citrus from the Southern Hemisphere and the Caribbean.

"Many citrus lovers are thrilled to be able to purchase citrus during the summer months when in the past they were only able to buy citrus between October and May," she said. "Customers are excited about being able to utilize the portability of citrus by adding these healthful and refreshing items to their summer outdoor snack and meal menus. This enables the retailers to have a year-round citrus program and generate impressive incremental sales dollars during the summer months in this category."

Summer also provides DNE the opportunity to offer customers citrus from the Southern Hemisphere, which is contra-seasonal to the U.S. citrus from California, Florida and Texas.

"Retailers look at the Southern Hemisphere citrus as part of the citrus category that enhances the category by offering their customers year-round citrus," she said. "The retailers continue to see sales increases especially on the easy-peel mandarins and are anxious to create promotional opportunities across the summer by using the availability of the high-quality Southern Hemisphere fruit."

DNE continues to expand the summer citrus varieties to its customers. Every year it works with its growers to expand on the preferred varieties as well as assure that the Southern Hemisphere citrus exceeds customer expectations for consistent taste, quality, and color. Offerings include Navel oranges, clementines, minneolas, mandarins and Cara Cara oranges.

"Retailers look at the summer citrus as part of the citrus category that enhances the category by offering their customers year-round citrus," Hearl said. "With such widely accepted items as clementines, and Navels, and specialty varieties, summer citrus items have become a staples in the produce department. The category continues to grow each year."

One way DNE has responded to recent trends is with changes in packaging, adapting its offerings to meet the needs of the consumer and expanding each year by offering an assortment of citrus varieties in several packaging options to meet the consumer's needs.

"Clementine packaging has moved from a five-pound box a few years ago to almost primarily bags — two-pound, three-pound and five-pound bags," Hearl said. "However, we are also finding that the [extra large] clem/mandarins are gaining a following by being sold in bulk displays with PLU stickers, which speaks to a different customer [who] may not want to purchase the volume of fruit offered in the bags, creating excellent incremental sales."

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MONTEREY, CA — Some 2000 people gathered here July 28-31 at the Hyatt Monterey Hotel and Spa for the annual PMA Foodserv...

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At the Avocados from Mexico booth were Alejandro Duran, Erick Coronado, Irene Cabanas, Maggie Bezart and Oscar Garcia.



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While California, Florida and several Mexican regions provide this nation with the vast majority of its tomatoes throughout the ye...

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