

Melissa's experience with irradiated produce

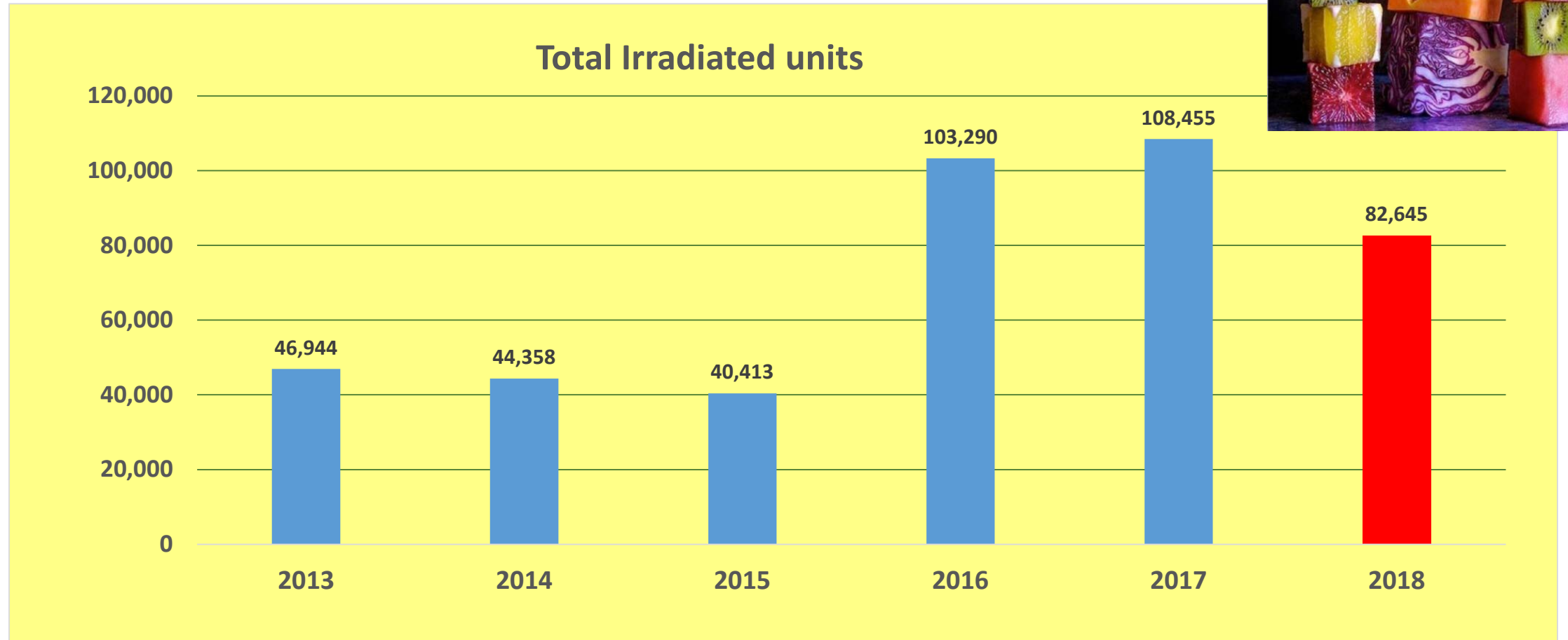


Bill Gerlach, June 2018 billgerlach@melissas.com

Thailand ยินดีต้อนรับสู่ประเทศไทย



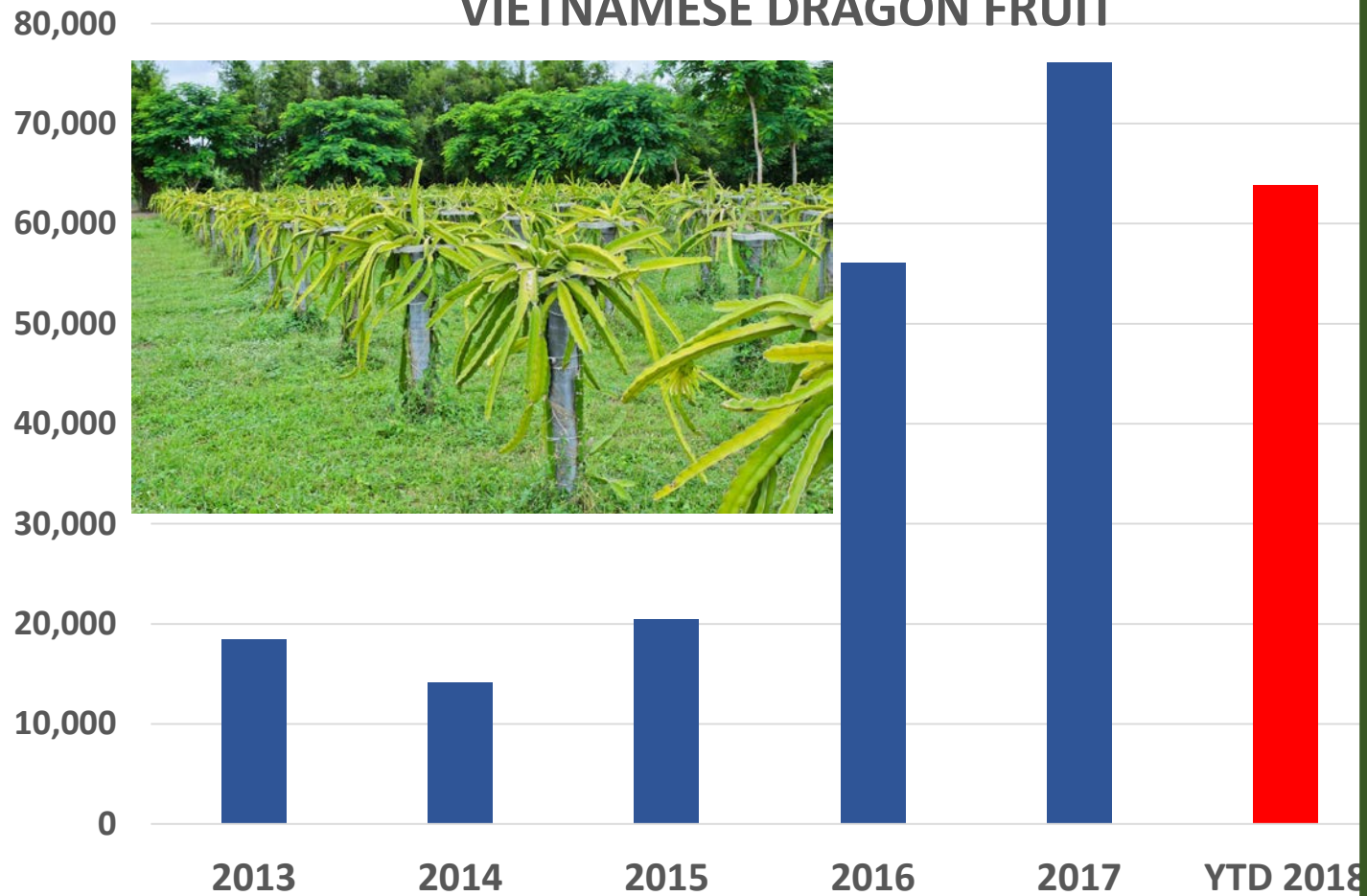
Irradiation trends



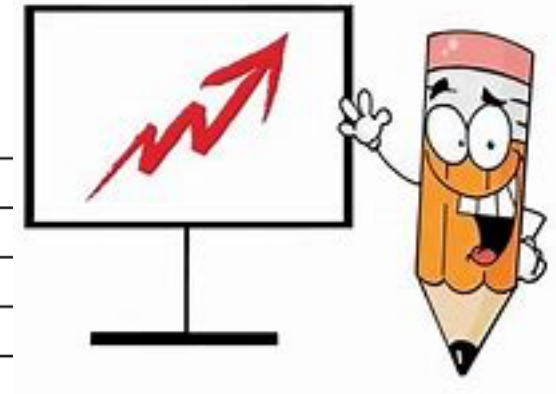
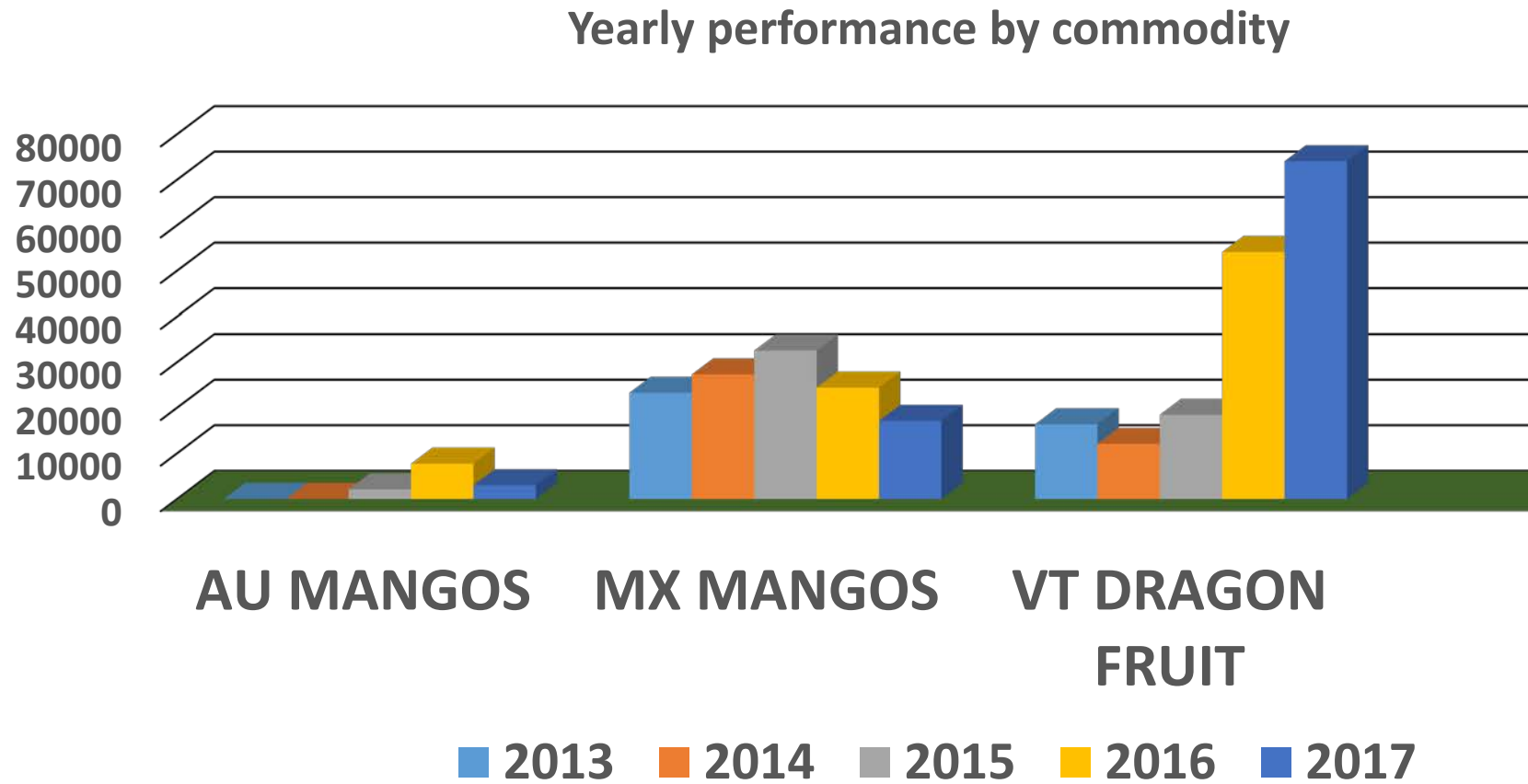
2017 Composition



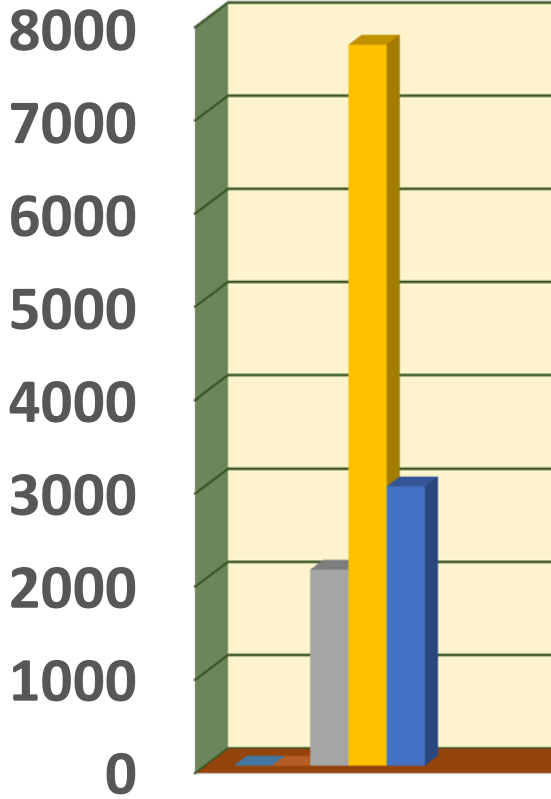
VIETNAMESE DRAGON FRUIT



Comparing AU mangos, MX mangos, VT dragon fruit

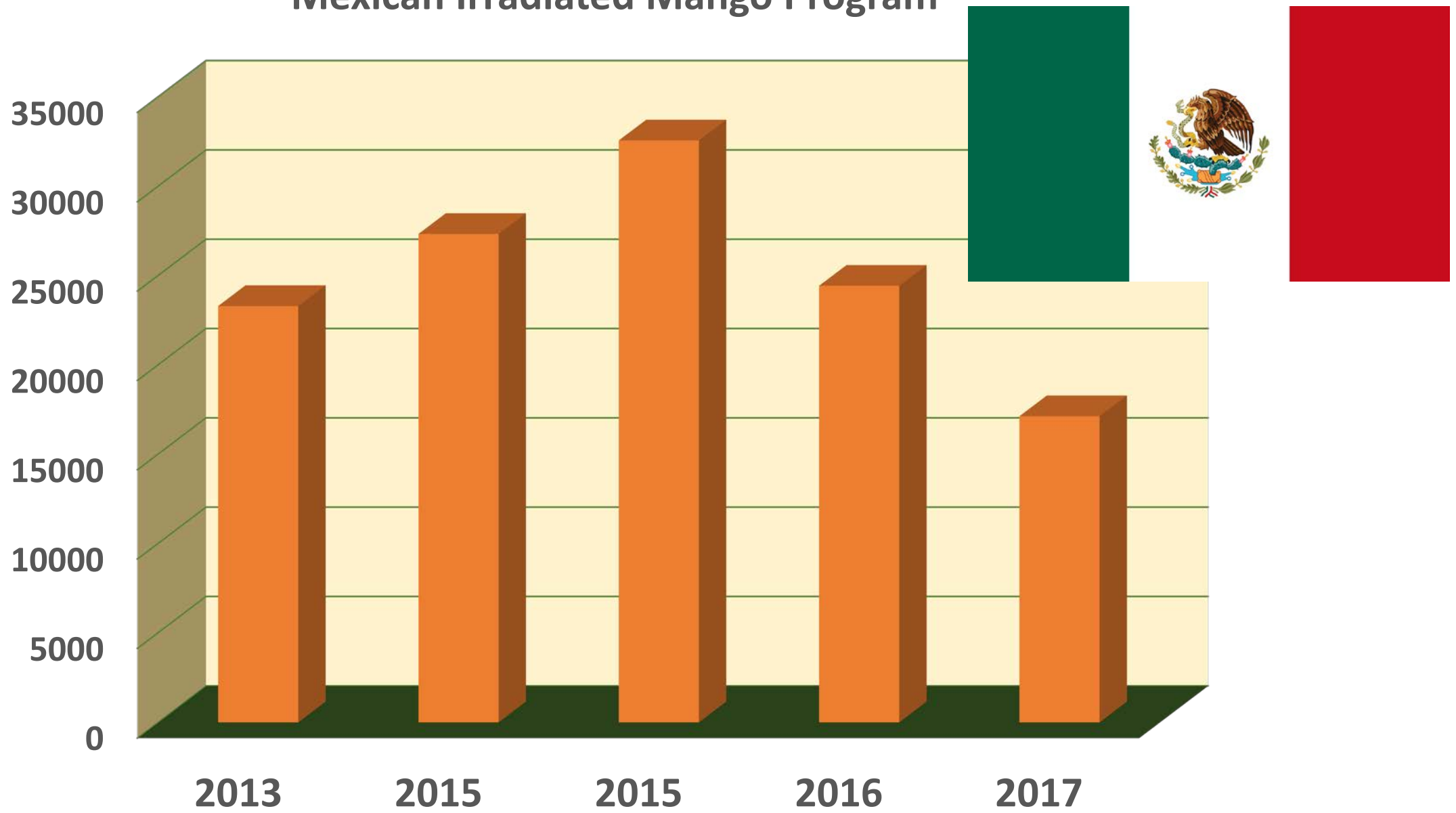


Australian mango performance



■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017

Mexican Irradiated Mango Program



Tree Ripened Mango “Irradiated”

Manzanillo:

Season: late April – June

Pack: 10-14 ct.

UPC# 0 45255- 15025 4

Kent:

Season: May – July

Pack: 10-14 ct.

UPC# 0 45255- 15026 1

Pallet: 126 cs.

Net Weight: 13 lbs.

Gross Weight: 15 lbs.

COO: Mexico

FOB: \$ 29.95

- Available after sales: 1,014 cases
 - PP# 23242 – Kent 14 ct. – 80 cs.
 - PP# 23234 – Manzanillo 12 ct. – 636 cs.
 - PP# 23240 – Manzanillo 14 ct. – 298 cs.

SIZING COMPARISON CHART	
Tree-Ripened Case (13#)	Standard Case (9#)
7 ct.	4-5 ct.
8 ct.	5-6 ct.
9 ct.	6-7 ct.
10 ct.	7-8 ct.
12 ct.	8-9 ct.
14 ct.	9-10 ct.
16 ct.	10-12 ct.



Please offer to our customers, need to move before the weekend.

Available after sales – 1,025 cases (8 pallets):

o PP# 23234 – Manzanillo 12 ct. – 647 cs.

o PP# 23240 – Manzanillo 14 ct. – 298 cs.

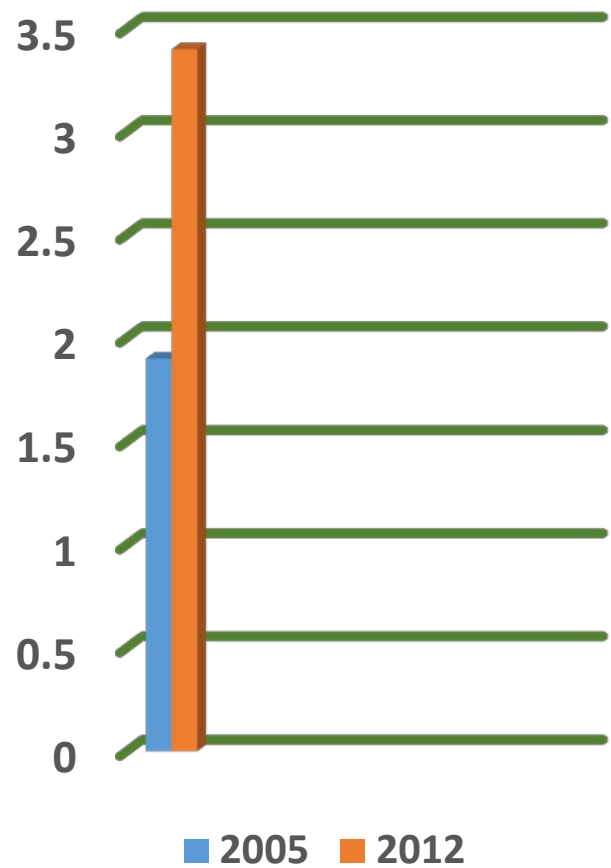
o PP# 23242 – Kent 14 ct. – 80 cs.

SIZING COMPARISON CHART	
Tree-Ripened Case (13#)	Standard Case (9#)
7 ct.	4-5 ct.
8 ct.	5-6 ct.
9 ct.	6-7 ct.
10 ct.	7-8 ct.
12 ct.	8-9 ct.
14 ct.	9-10 ct.
16 ct.	10-12 ct.

Mexican irradiated mango program: 20-22° brix



Per Capita Consumption



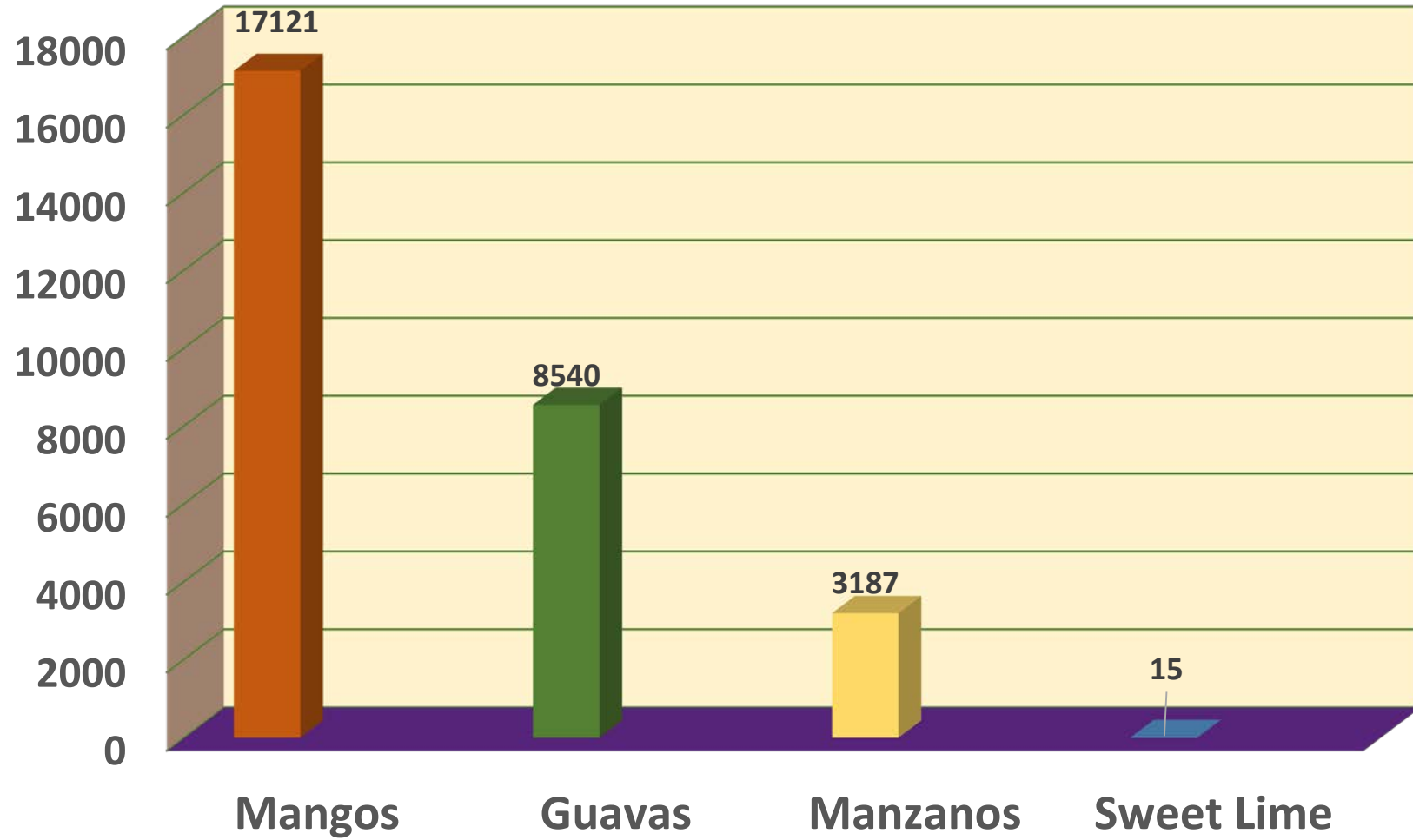
Mango consumption has nearly doubled!

Mexico: items for irradiation

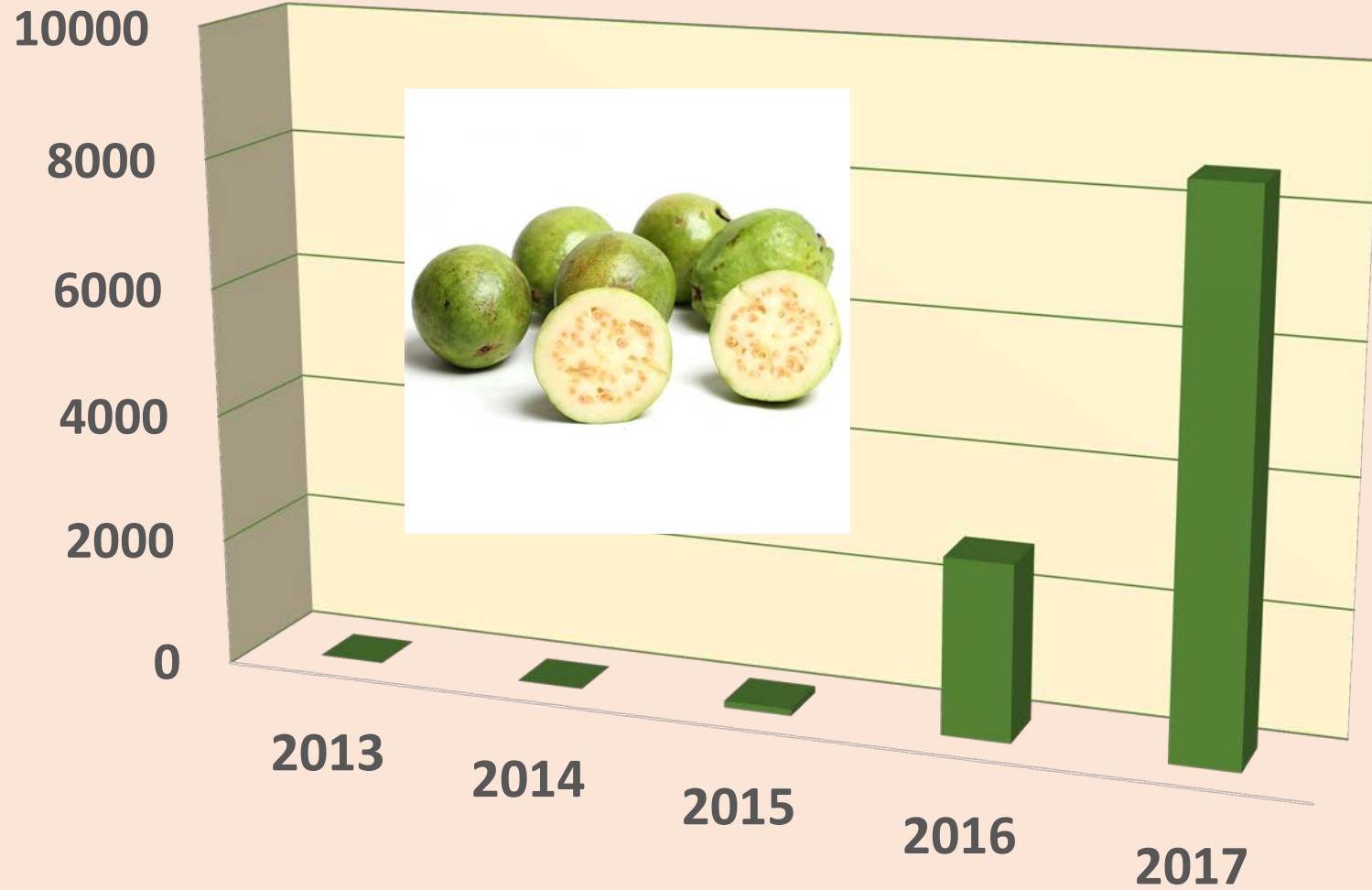
- Mangos
- Guavas
- Sweet Limes
- Manzanos
- Figs
- Dragon Fruit
- Citrus (oranges, limes, mandarins)
- Carambola (starfruit)



2017 Irradiated Mexican Imports



MEXICAN GUAVA



Guava “Irradiated”

PP# 18062

- 13 lbs. –
- COO: Mexico
- Pallet: 112 cs.
- **Season: Year-round**
- Available: Moderate Supplies
- **In Stock: 27 cs.**
- Due In Wed.: 112 cs.
- Buyer: Kevin S.



GUAVA

Few fruits or even flowers evoke the feeling of the tropics like Guava, a dreamy, fragrant sweet-tart fruit that is actually a member of the berry family. Soft, sweet and extremely aromatic when ripe, guava is native to Mexico and Central America, but is now a favorite in warm, tropical climates across the world. This fruit is irradiated, which allows us to offer great quality fruit all year long.



GOOD FOR YOU:

For every 3.5 ounce serving, guava contains a little less than 70 calories but packs a nutritious punch, with 5 grams of fiber, 3 grams of protein, along with nearly 400% of the recommended daily value of vitamin C, making it a great immunity boost.



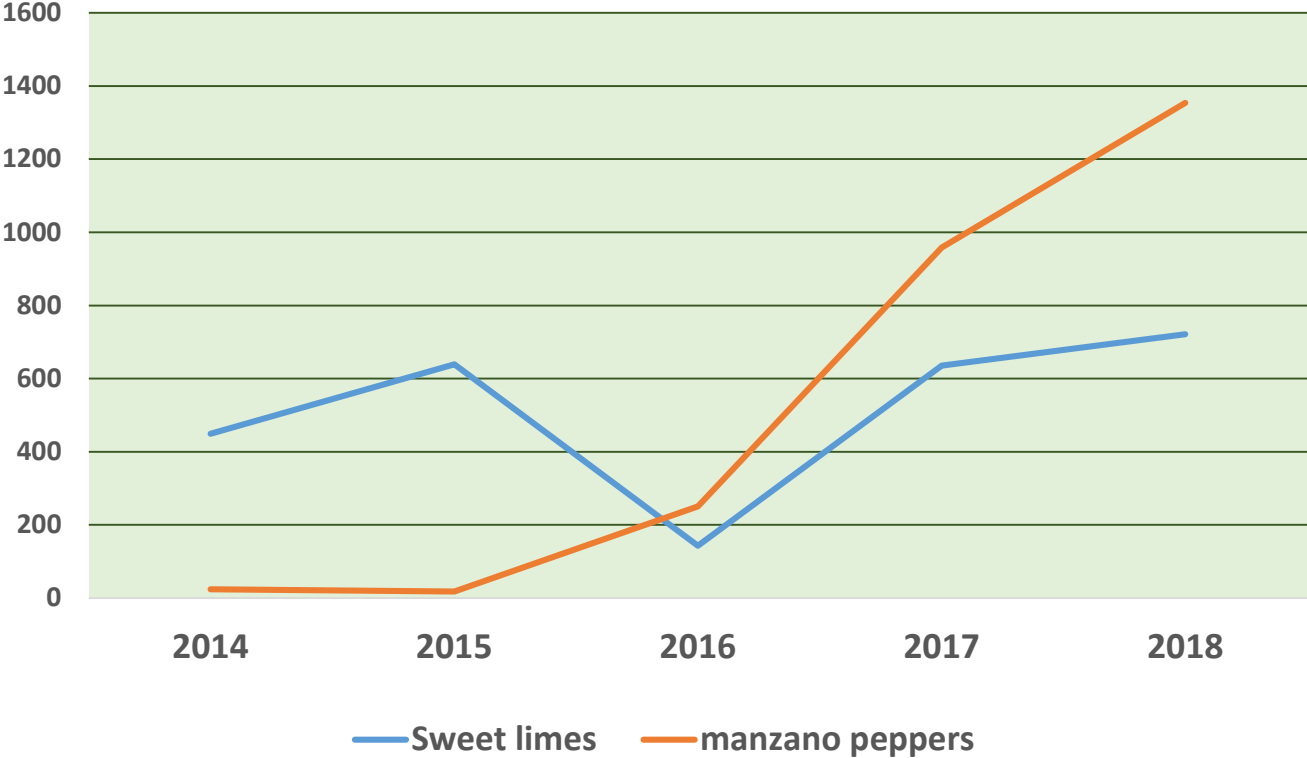
ATTRIBUTES:

- Grown in Mexico
- Year-round availability
- Irradiated product
- White-fleshed with green skin
- Soften as they ripen
- Contain edible seeds
- Can be eaten out of hand, used for smoothies and in breakfast bowls, for jam, desserts and more



Product	Pack	UPC / PLU	Case: L x W x H (in.) / Cube	Net Wt.	Gross Wt.	Pallet	Ti x Hi
Guava	13 lb.	4299	19.5 x 11.5 x 5.5 / 0.71	13 lbs.	14 lbs.	112	8 x 14

YTD Sweet Lime vs Manzano Pepper Performance

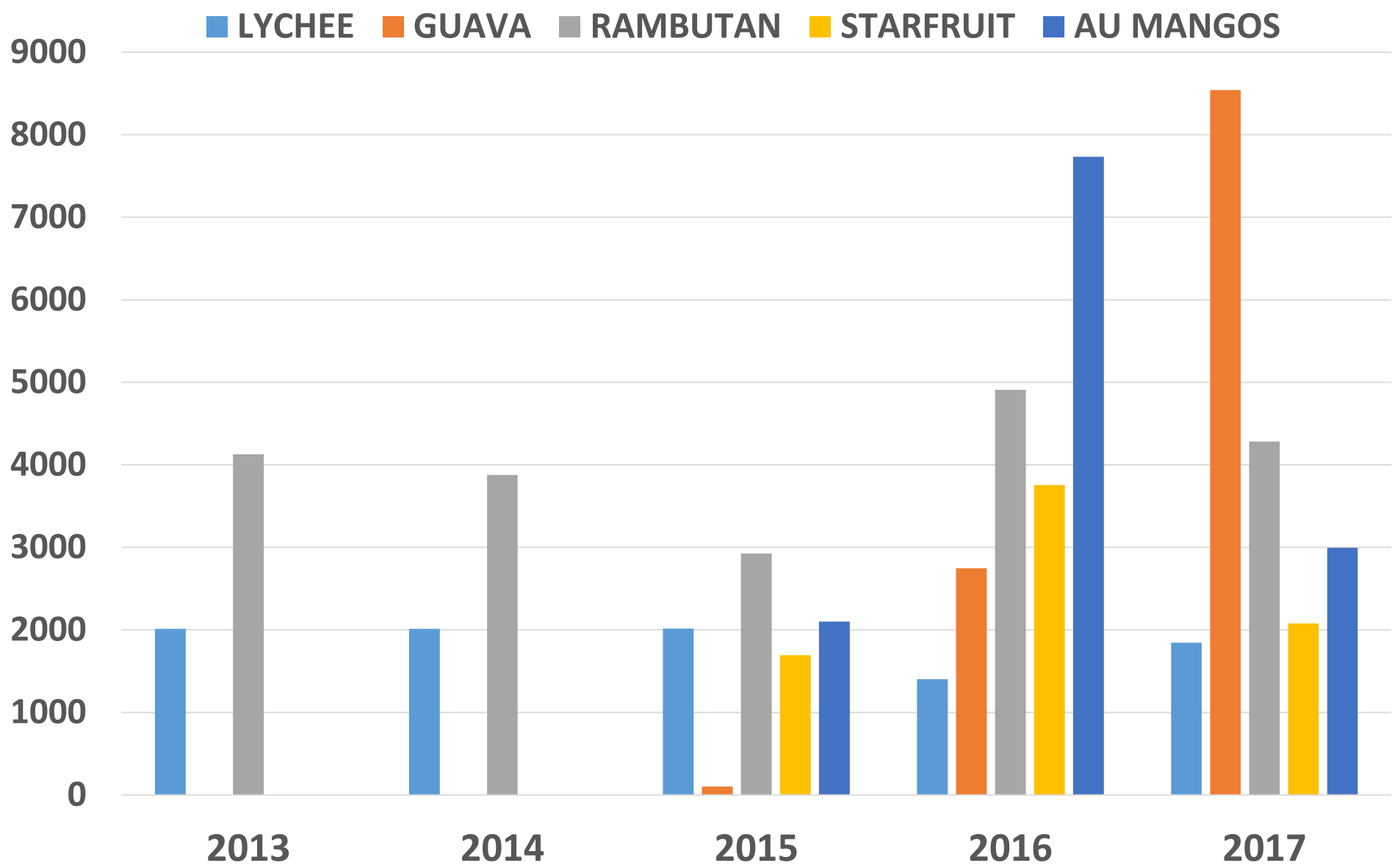


Knowledge is knowing a tomato is a fruit.

Wisdom is not putting it in a fruit salad.

**Philosophy is wondering if that means
ketchup is a smoothie.**





Competition:

Rambutan from Guatemala

- PP# 10347 - 5#
- PP# 6822 - 6/8 oz.
- COO: Guatemala
- Season: May – December
- Pallet: 154 cs. (5#)
- Good volumes available
- In Stock: 100 cs. (5#)
- Buyer: Kevin S.



RAMBUTAN

People who try a Rambutan for the first time often respond with a grin and a revelation: "it's kind of like a grape...but better!" Juicy and sweet, their flavor is hard to resist: mild and floral, yet somewhat exotic. Soft, curly green hairs cover the bright red-pink fruits, making them visually irresistible. A staple item in any contemporary tropical display!



ATTRIBUTES:

- Origin & Availability:
 - o Mexico: Jun. – Jul.
 - o Guatemala: Jun. – Dec.
 - o Honduras: Sep. – Dec.
 - o Vietnam (Irradiated): Year-round
- Non-irradiated and irradiated fruit available
- Sweet, juicy and beautiful
- Easy to peel with a single non-edible seed
- Related to lychees and longans
- Excellent for edible centerpieces and decorations



HOW TO ENJOY:

Rambutans have soft skin and are actually very easy to peel, either with a small knife or by piercing the skin with a fingernail. To serve—and to show shrink-wrapped displays in your department—simply use a pairing knife and, working around the fruit's center, cut the skin cleanly off, without piercing the flesh inside. Then they're ready to pop into your mouth and enjoy!



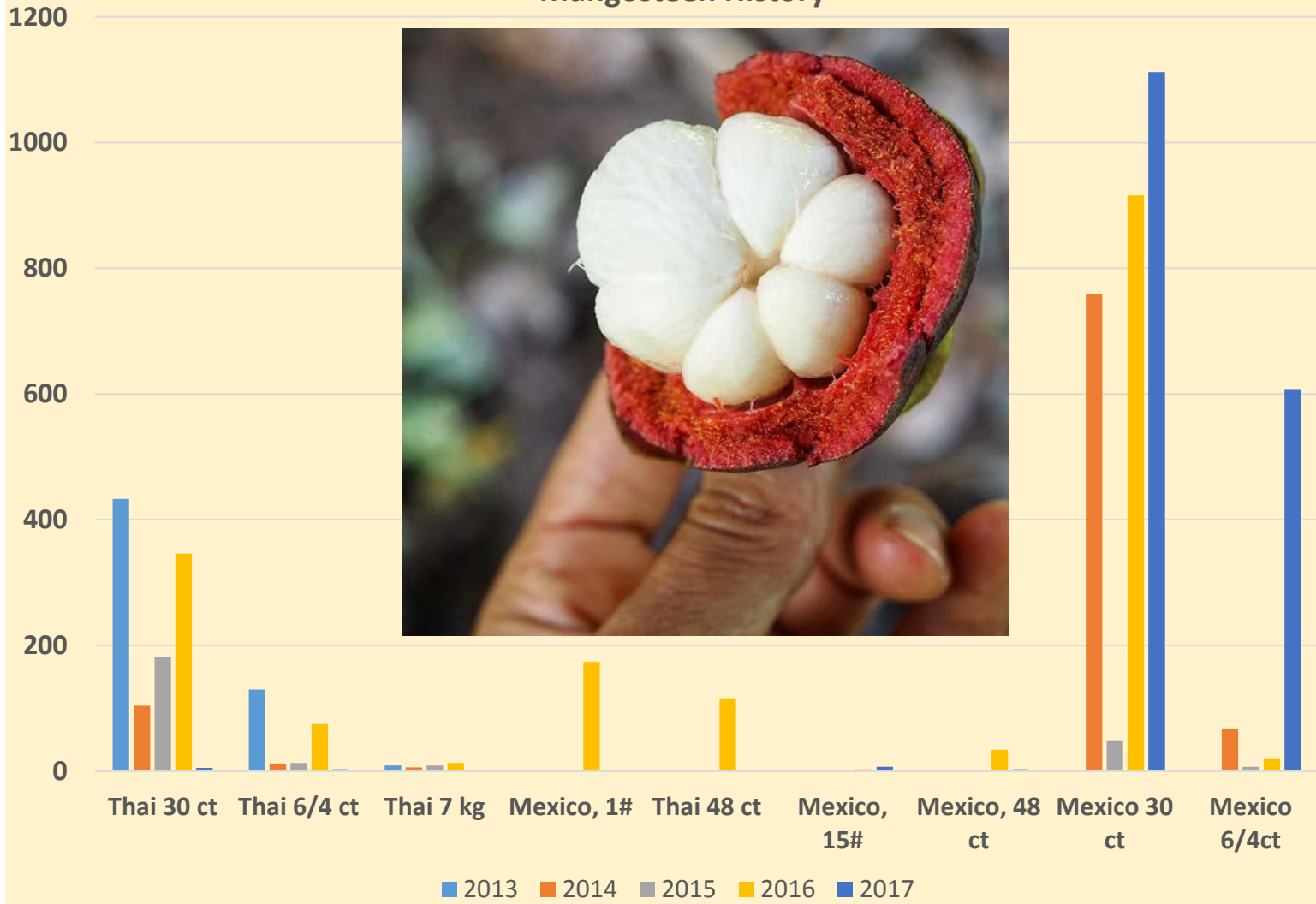
Product	Pack	UPC / PLU	Case: L x W x H (in.) / Cube	Net Wt.	Gross Wt.	Pallet	Ti x Hi
Rambutan	6/8 oz.	0 45255 12412 5	15 x 9.75 x 6.5 / 0.55	3 lbs.	4 lbs.	100	10 x 10
Rambutan	5 lb.	3041	14.25 x 10.5 x 4 / 0.35	5 lbs.	6 lbs.	154	11 x 14
Rambutan (Irradiated)	6/8 oz.	0 45255 12412 5	15 x 9.75 x 6.5 / 0.55	3 lbs.	4 lbs.	100	10 x 10
Rambutan (Irradiated)	4.4 lb.	3041	14.25 x 10.5 x 4 / 0.35	4.4 lbs.	5.5 lbs.	154	11 x 14

Biggest lie in Universe:

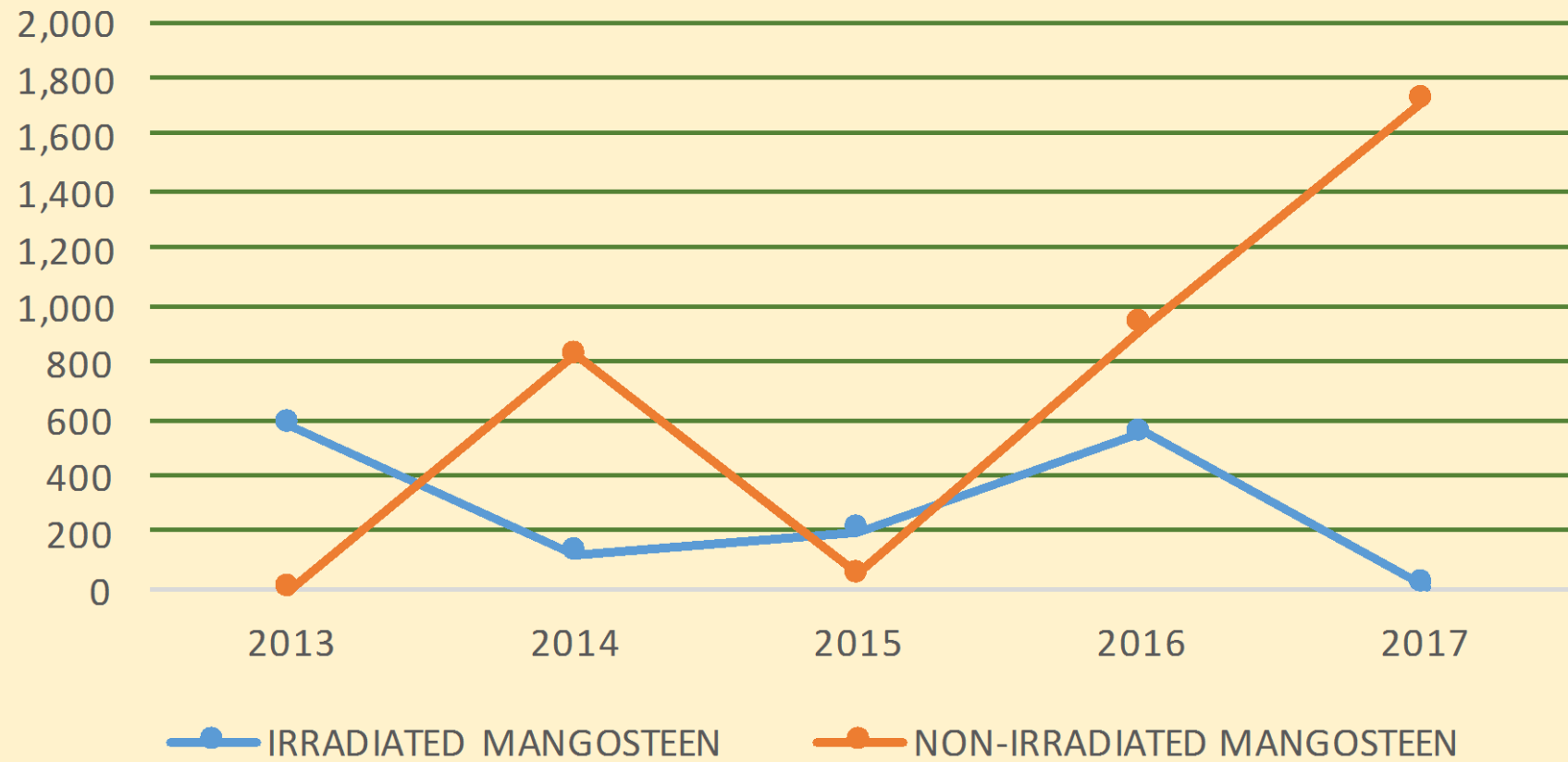
“I have read and agree to the terms and conditions”



Mangosteen History



IRRADIATED vs. NON-IRRADIATED MANGOSTEEN



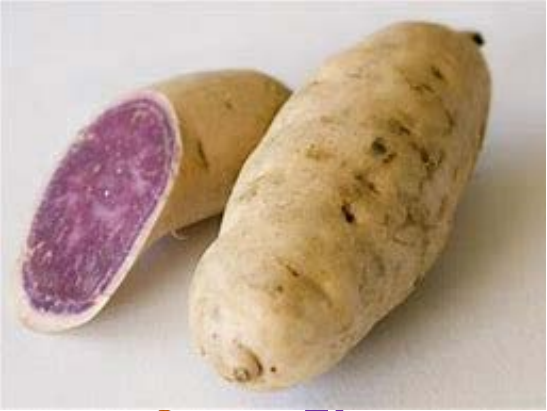
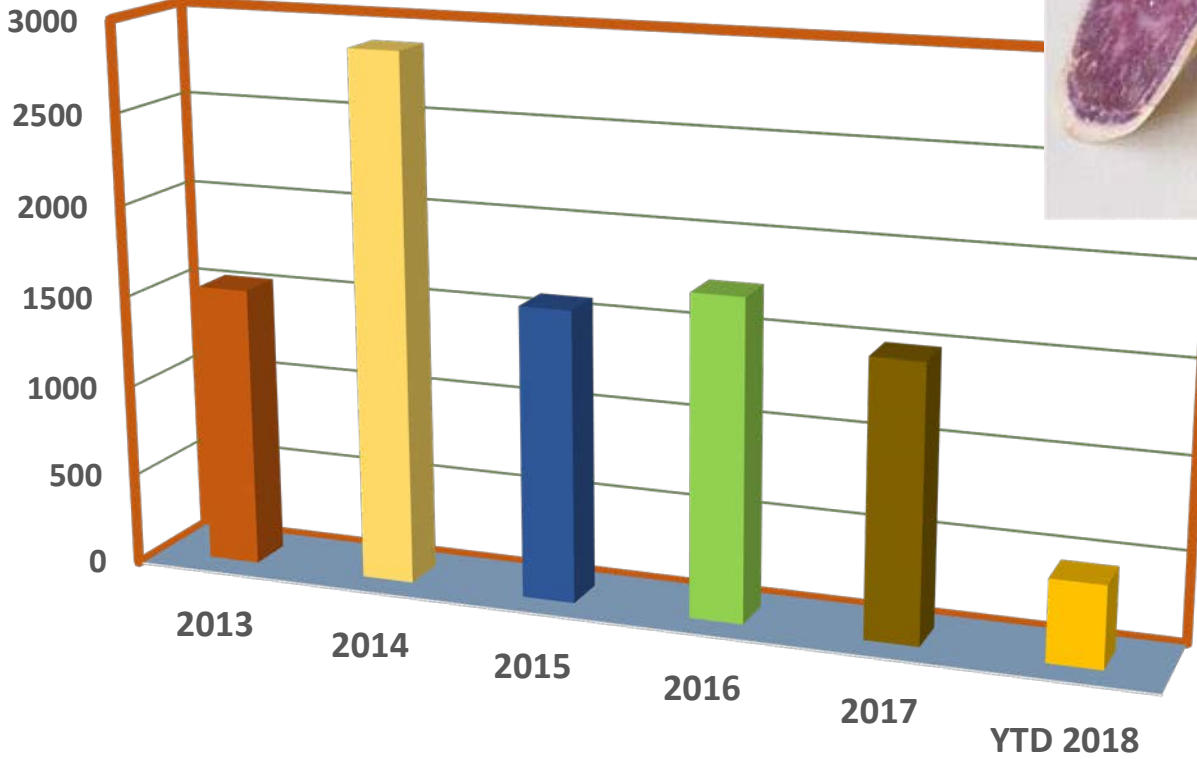


Mangosteen

- N/A
- 1st shipment rejected due to poor quality
- Next Shipment: TBD

- 6/4 ct. - \$ TBD
- 30 ct. - \$ TBD
- COO: Mexico

OKINAWA SWEET POTATO





Mango	Ma-muang	Mangifera indica
Mangosteen	Mangkut	Garcinia mangostana
Rambutan	NgoR	Nephelium lappaceum
Pineapple	Sapparod	Ananas comosus
Papaya	Ma-La-Kaw	Carica papaya Carica jamaicensis
Dragon Fruit	Gao Mung Gorn	Hylocereus undatus
Guava*	Farong	Psidium guajava
Pomelo*	Som-O	Citrus grandis
Wax jambu*	Chom-Poo	Syzygium samaragense
Jackfruit	Khanoon	Artocarpus heterophyllus
Cherimoya*	Noi-Na	Annona cherimola
Langsat*	Lang-sard	Lansium domesticum

Longan	Lam-Yai	Dimocarpus longan
Lychee	Linjee	Litchi chinensis
Sapodilla	La-Nut	Manilkara zapota
Coconut	Ma-Praow	Cocos nucifera
Banana	Gluay	Musa species
Snake Fruit	Sala	Salacca zalacca



Mango	Ma-muang	Mangifera indica
Mangosteen	Mangkut	Garcinia mangostana
Rambutan	NgoR	Nephelium lappaceum
Pineapple	Sapparod	Ananas comosus
Papaya	Ma-La-Kaw	Carica papaya Carica jamaicensis
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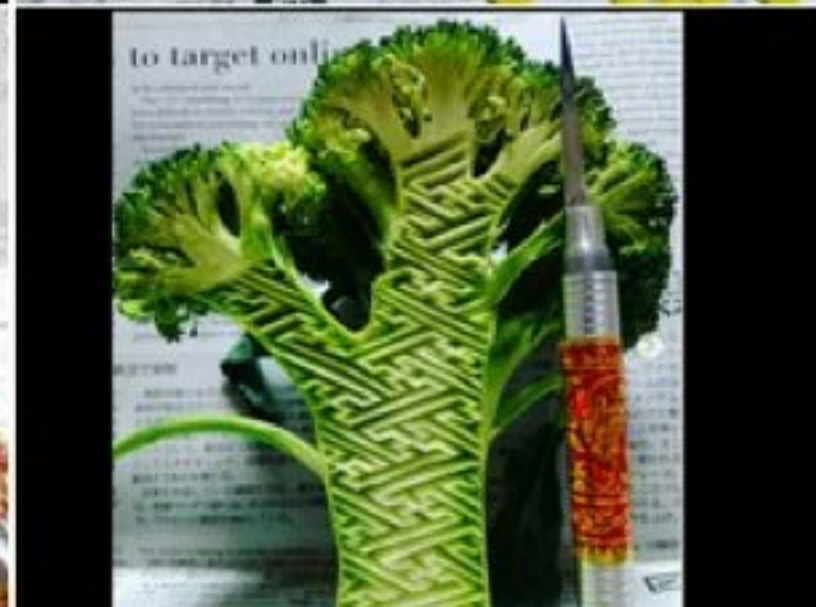


Systems approach requires multiple measures, including **irradiation treatment**, packinghouse processing requirements, and port of entry inspection. In addition, the USDA said the fruit must also be imported in commercial shipments and be accompanied by a phytosanitary certificate.

Peruvian irradiated commodities









Thank you...ka kup koon!



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Young Coconuts

- 9 ct. –
- COO: Thailand
- Pallet: 87 cs.
- Season: Year-round
- Weekly Volume: depends on season
- **YTD May 25: 45,000**
- Buyer: Kim M.





Organic Drinking Coconut

PP# 23847

- 18 ct.
- COO: Thailand
- Season: Year Round
- Pallet: 65 cs.
- **In Stock Today: 450 cs.**
(code date: 5/26/18)
- Buyer: Kim M.



