

THE EASTERN PRODUCE COUNCILLOR



Dedicated to the Use of Fresh Fruits and Vegetables - "Our Most Natural Food"

August 21, 2014

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Next Meeting

Tuesday, September 16, 2014

The Manor
West Orange, NJ 07052

Idaho Potato Commission & Bejo Seeds/Tasti-Lee Tomatoes

Social Hour: 6:00pm • Dinner & Meeting 7:00pm



Click on link below to register for September 16th meeting

<http://easternproduceCouncil.com/e14-idaho-potato.php>



Please register by Friday, September 12th

THIS IS THE ONLY WAY TO REGISTER!

The Idaho Potato Commission

Idaho grows more potatoes than any other state and our consumer brand awareness is recognized in study after study as among the highest in the produce industry. Following our second tour last year, The Big Idaho Potato Truck is back by popular demand with a new benefactor, The American Heart Association's Go Red which is focused on women's heart health. Last year we were pleased to share the truck with you but this year we have lost it again and can't figure out where it is or how to get it to New Jersey.



The Idaho Potato Commission is one of the largest and oldest agricultural commodity organizations in the US. Our role is to continue to drive consumer demand for the Idaho brand and the "Grown in Idaho®" seal for which we use national TV advertising, extensive public relations and numerous retailer support programs. This year we are back to serving you a giant (over a pound) potato as we've noticed you all look a little peeked and need some good nutrition.

Bejo Seeds, Inc. Tasti-Lee Tomatoes



Bejo Seeds, Inc., a name that stands for quality, is the North American subsidiary of Bejo Zaden, a Dutch family owned company engaged in breeding, seed production, product development, marketing and sales of high quality commercial vegetable seed. With our U.S. headquarters in Oceano, CA, our territory comprises the United States and Canada. A natural choice, Bejo is one of the leading companies in breeding, production, processing, and sale of premium quality vegetable seeds, and our experience in the seed sector spans more than 100 years.

Our assortment of more than 1,000 different varieties, representing some 50 crops, enables Bejo to offer a comprehensive program suitable for various markets and climate zones. We translate market demands into vegetable varieties that clearly represent added value for the entire food chain. Constant innovation is the focus and main drive for Bejo's growth. Bejo also participates in the downstream marketing of value-added vegetable produce products derived from proprietary hybrid seed varieties developed in our breeding programs.

We are committed to 100% natural breeding processes (no GMO) in order to provide high quality vegetable varieties which meet the need of our professional growers as well as the needs of vegetable consumers such as outstanding flavor, health value and appearance. Bejo has the rights to Tasti-Lee™, a special tomato variety developed at the University of Florida. Its international character and the specialized processes within the company combine to make Bejo a fascinating enterprise.

Seeds from Bejo are distributed to more than 100 countries via a global network of Bejo companies and dedicated dealers. Bejo employs more than 1,100 committed employees. The company features an open, accessible, and innovative culture. Our experts devote their talents to research, seed production, seed processing, logistics, sales and marketing. We fully live up to our motto: "That's bejo quality", quality that is proven daily, all over the world.

2014 - 2015 EPC SCHEDULE OF EVENTS

2014					
9/16/14	Idaho Potato Commission Bejo Seeds & Tasti Lee Tomatoes	The Manor West Orange, NJ	12/2-4/14	5th Annual New York Produce Show & Conference	Jacob Javits Center New York, NY
2015					
1/13/15	Open	TBA	6/6/15	40th Annual Golf Outing	Royce Brook GC Hillsborough, NJ
3/10/15	Open	TBA	9/8/15	Idaho Potato Commission	TBD
4/11/15	47th Annual Dinner Dance	The Westmount CC Woodland Park, NJ	10/3/15	Family Day - Apple Picking	TBD
4/21/15	South Carolina Dept. of Agriculture	The Brownstone Paterson, NJ	12/2015	6th Annual New York Produce Show & Conference	TBD
5/19/15	New Jersey Dept. of Agriculture	Demarest Farm Hillsdale, NJ			