



# The **Eastern Produce Councillor**

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

**November 15, 2010**

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#### EXECUTIVE DIRECTOR

**JOHN McALEAVEY**  
P.O.Box 514  
Short Hills, NJ 07078  
Ph 973-564-6295  
Fax 973-467-2294  
Email: [jmcaleavey@comcast.net](mailto:jmcaleavey@comcast.net)

## Next Meeting

Tuesday, December 7, 2010

## The Manor

West Orange, New Jersey  
(directions on website)

## Hass Avocado Board & AMC Direct



**AMC** DIRECT  
PART OF THE AMC GROUP

**Register Online at**

[www.easternproducecouncil.org](http://www.easternproducecouncil.org)

**Cocktail Hour 6:00 pm**

**Dinner/Meeting 7:00 pm**

# Hass Avocado Board

The Hass Avocado Board (HAB) was established in 2002. HAB represents nearly 20,000 producers and 100 importers of Hass avocados sold in the United States, including the countries of Chile, Mexico, Dominican Republic and New Zealand, along with California. The global state-of-the-art web-based avoHQ.com collects, tracks, analyzes and disseminates information that is relevant to selling Hass avocados in the U.S. market. Hass avocado demand continues to grow in the Northeast and throughout the country.



The versatility of Hass Avocados make them perfect for every event that brings people together including sports events such as football and holiday gatherings. Themed promotions for Tailgating, along with Holiday Entertaining, “Big Game Day”, and nutrition information provide the foundation for the Hass Avocado Board to support avocado sales. For more information, contact Cece Krumrine.

# AMC Direct



AMC Direct, Inc. is part of the Antonio Munoz Group, which was founded in 1932, and is among Spain’s leading producers and exporters of Citrus and Summer fruits.

Far from being a traditional importer, AMC Direct is dedicated to bringing exciting new varieties and ideas into our market. We have set up strategic

partnerships with growers in Chile, Argentina, South Africa, Brazil & Peru and currently have Citrus & Grape research centers set up in Spain, South Africa, Australia, California & Israel.

These alliances enable AMC Direct to be involved in leading the industry standards towards new varieties, whether through superior eating quality, improved timing (early/late) or an equally attractive distinction that makes a new variety commercially viable.

With an approach based mainly on innovation and diversification, AMC Direct has developed programs to focus on retail margins with category buyers so as to incorporate initiatives to build sales and increase profitability.

Our programs are intended to lead markets with innovation and differentiation using new package and variety options. We offer private label & stable price structures for enhanced retail programs. Through our production and our strategic partner alliances, we are proud to offer our customers a year round supply of citrus, grapes, stone fruit, pears & apples.

# 43rd Annual Dinner Dance

November 6, 2010  
Westmount Country Club



Sal Zacchia, Jim Oettinger and Dean Holmquist present Ken Black's family with a plaque to recognize Ken's posthumous induction into the EPC Hall of Fame.

Dean Holmquist and Vic Savanello induct George Moskal into the EPC Hall of Fame.



John McAleavy and Dean Holmquist present charitable donations to the Tomorrow's Children's Fund and New Jersey Farmers Against Hunger.



*We would like to thank all who attended our 43rd Annual Dinner Dance. A special thanks goes out to all of the advertisers who participated in this year's Journal.*

*We had a total 218 ads!*

*Thank you!*

*John McAleavy  
Executive Director*



43rd Annual Dinner Dance - Westmount Country Club  
West Paterson, New Jersey - November 6, 2010

## ***2010-11 EPC Board of Directors***



***Save The Date - Next EPC Dinner/Meeting***

***January 18, 2011 · The Manor***

***Sponsored by Idaho Potato Commission/TBA***



**THE NEW YORK  
PRODUCE SHOW  
AND CONFERENCE**

**Presented by  
EASTERN PRODUCE COUNCIL  
AND  
PRODUCE BUSINESS**

## **THANK YOU**

Thank you to all  
who sponsored a booth and/or attended  
the First Annual NY Produce Show and  
Conference in New York City last week.

The show was met with great success  
and wouldn't have been possible  
without your support.