

# THE EASTERN PRODUCE COUNCILLOR



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

November 14, 2011

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# Next Meeting

## Tuesday, December 6, 2011



**THE BROWNSTONE**

Paterson, New Jersey  
(Directions on back page)

**interrupción fair trade**  
&  
**Olivia's Organics**



**Register Online at**

[www.easternproduceCouncil.com](http://www.easternproduceCouncil.com)

**Cocktail Hour 6:00 | Dinner Meeting 7:00**

# interrupción fair trade



Consumers want to know more and more about the food they buy and the products they feed to their families. In addition to quality and price, people have questions about where their food comes from, how it gets made, how it gets to the shelves, what it does inside our bodies, how it impacts the environment, the farmers and the workers. They have a lot on their minds: food safety, food miles, organic, local, climate change, sustainable production, fair trade certifications, recyclable packages, natural options, community supported agriculture. We've got a lot of questions to answer, and they've got our updates instantaneously on the devices they carry in their pockets.

At interrupcion\*, we believe the trend toward more information and transparency for consumers is going to continue, even accelerate. We therefore see great opportunity in adopting best-practices, elevated certifications, and supply chain innovation, coupled with strong communication and educational efforts.

At interrupcion\*, we are committed to creating the highest quality, fairly traded, sustainable and organic fresh products in the market. Through direct partnerships with Latin American growers, investments in sustainable agriculture, and the implementation of community development projects, the production of every interrupcion\* product creates tangible, reportable, positive impacts for workers, the environment, communities and consumers.

It is an honor to present our work and values to the Eastern Produce Council. We look forward to meeting you and to working together. As partners, we can satisfy growing consumer curiosity and create a profitable, responsible, healthy food system.

To learn more visit us at [www.interrupcion.net](http://www.interrupcion.net).



Giovanni DeMichaelis started State Garden, home of Northeast Fresh and Olivia's Organics, over 75 years ago with a push cart and single stock of celery as a peddler in Faneuil Hall in Boston. State Garden is now the number one Supplier of Conventional and Organic Tender Leaf Lettuce, Spinach, & Celery Hearts in the Northeast.

The State Garden family manufactures tens of millions of packages of fresh and healthy produce each year with a strong reputation of having the highest quality standards. More than ¾ of all major food retailers within the Northeast have chosen State Garden as their Own Brand supplier for Conventional and Organic Tender Leaf Lettuce, Spinach, & Celery Hearts. Our mission is to continuously leverage innovation, creativity and the passion we share for our industry into products that enhance the daily lives of each and every one of our customers.

To learn more please visit [www.stategarden.com](http://www.stategarden.com) or [www.oliviasorganics.org](http://www.oliviasorganics.org)



Chef Sara Moulton



Breakfast

## Photos From The Second Annual NY Produce Show and Conference



Ribbon Cutting



Bus Tour - Baldor



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

## THANK YOU

Thank you to all  
who sponsored a booth and/or attended  
the Second 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.

# 2012 EPC SCHEDULE OF EVENTS

MONTH	SPONSOR	LOCATION
1/17	House Foods Super Sweet Corn	The Manor
3/13	California Strawberry Commission Earthbound Farm	TBA
4/17	South Carolina Dept. of Agriculture	TBA
5/15	Philadelphia Meeting Opening for 2 Sponsors	Philadelphia Market & Restaurant
6/5	New Jersey Dept. of Agriculture	Jersey Farm
6/9	37th Annual Golf Outing	Royce Brook GC
9/12	Idaho Potato Commission Open – Co Sponsor	TBA
11/3	45th Annual Dinner Dance	Westmount Country Club
12/4-6	New York Produce Show & Conference	TBA

## Directions To The Brownstone

1. From Fair Lawn - Route 4 to 208N. Maple Avenue South exit. Keep right & follow sign to Paterson/Hawthorne. Route 507 South (becomes Maple Ave.). At first light turn right onto Wagaraw Road. Bear right at fork (N. 8th Street). Follow to end & turn right onto Haledon Avenue. Proceed to second traffic light. Make first left onto Burhans Ave. At 2nd light turn right. Brownstone entrance is on your left.

2. From Route 46, Totowa Area - Take Route 46 East or West to Union Blvd., Totowa, Paterson exit. Take Union Blvd. North 7 traffic lights and turn left onto Richmond Avenue. Proceed 2 traffic lights and turn right onto Chamberlain Avenue. Proceed to end and turn right. The Brownstone House is 1 block on your right.

3. From Southern New Jersey (Garden State Parkway) - Take exit 153B, Route 3/46. Follow Route 3 West to Route 46 West. Continue on Route 46 West to Union Blvd., Totowa exit and proceed.

4. From Lincoln Tunnel - Take Route 3 West to Route 46 West. Continue on Route 46 West to Union Blvd., Totowa exit and proceed.

5. From Route 80 (George Washington Bridge) - Take Rout 80 West to exit 55B (Union Blvd., Totowa, Paterson) onto Union Blvd. Proceed 5 traffic lights and turn left onto Richmond Avenue. Proceed 2 traffic lights and turn right onto Chamberlain Avenue. Proceed to end and turn right. The Brownstone House is 1 block on your right.

6. From Route 80 (Del. Water Gap Area) - Take Route 80 East to exit 53 onto Route 46 East to Union Blvd., Totowa, Paterson exit.

7. From Ridgewood - Take Godwin Avenue to Goffle Road. Turn left and proceed approximately 3 miles. Bear right onto No. 8th Street. Proceed to end and turn right onto Haledon Avenue 2 traffic lights and turn left onto Burhans Avenue. Proceed 2 lights - turn right. The Brownstone House is on your left.

8. From Staten Island - Take New Jersey Turnpike North to exit 16W. Follow signs to Route 3 West. Follow signs to Route 46 West to Union Blvd., Totowa/Paterson exit.

