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Jungle Jim's adds wholesale department to its popular retail destination

April 15, 2010

Since its founding in 1974, Jungle Jim's International Market in Fairfield, OH, has been a one-stop retail destination for just about anything one would need. Now it is also a wholesale operation for a full line of produce items.

[Read more](#)

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Owyhee Produce kicks off asparagus season

April 15, 2010

Nyssa, OR-based Owyhee Produce kicked off the 2010 asparagus season in mid-April, and according to Robin Froerer, company principal and head of the sales team, shipments are expected to continue through mid-June.

[Read more](#)

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Social media capture the attention of produce marketers

April 15, 2010

Do you have a Facebook page? Are you tweeting on your Twitter account? Have you ever posted a video on YouTube?

If you are ignoring these social media platforms, you may be missing a golden opportunity to promote your commodities. At least that's the view of a number of marketing experts, and apparently their advice is being heard by many in the produce industry.

[Read more](#)

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MamaMia looking to take business to the next level

April 15, 2010

EAST RUTHERFORD, NJ -- Although MamaMia Produce has been in business for seven years, it is a fresh face to many in the industry. But with a new focus on marketing, the firm is looking to become a household name before long.

[Read more](#)

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Pierre Dolbec to leave HydroSerre Mirabel in May

April 15, 2010

BOSTON -- Pierre Dolbec, vice president of sales and marketing for HydroSerre Mirabel Inc., announced that he would be leaving the Mirabel, QC-based firm that has employed him since January 2003.

Mr. Dolbec, who has worked in the produce industry for nearly 30 years -- 20 of which were on the retail side of the trade -- told The Produce News here at the New England Produce Council's Produce & Floral Expo that his last day at the firm, which is known for its premium hydroponic lettuce that is grown using floating-raft technology, would be May 7.

[Read more](#)

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YottaMark to promote PTI offerings at United Fresh

April 15, 2010

Elliott Grant is looking forward to the United Fresh show.

Mr. Grant, founder and chief marketing officer of YottaMark, told The Produce News that the trade show will give the Redwood City, CA-based firm, renowned for its HarvestMark traceability offering, a chance to showcase its solutions for the Produce Traceability Initiative.

[Read more](#)

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