

HILLTOP

Issue #17 Fall/Winter 2019/20



READY TO LAUNCH

P.20

PROMOSAURUS

P.32

The Road to a Great Stemilt: CENG

Stemilt
World Famous Fruit

BE DELICIOUS



Flavor is the mission behind our Rushing Rivers® pears.
Delight shoppers with ready-to-eat pears
straight from the best locales.



From the Editor



The fall season has arrived in Wenatchee. For the longest time, apple harvest was the indicator to me that fall was here, but that is no longer the case! At Stemilt, we now harvest late-season cherries at the same time as apple varieties like Rave®, Gala, Sweetango® and Honeycrisp. I guess if there is ever a constant in our world of growing fruit, it's that what you are used to is bound to change. That's also what keeps it fun!

Stemilt exists to cultivate people and delight consumers. The first half of our mission statement – cultivate people – means a lot to me and that's because the success of our team members is important to me. In this 17th issue of Hilltop, you'll get to know our program that's working to fulfill that part of our mission. It's called Cultivando Excelencia / Nurture Greatness and it's centered around building a culture of teamwork and people focused on growing fruit that delights consumers.

I also invite you to read about our new program for training your produce teams on where our fruits come from and what makes them world famous. You can get to know the next big apple from Washington State – Cosmic Crisp® – and how our research and development team is leading the work to bring great tasting apples to your stores when the variety launches later this year.

I hope that you enjoy your fall season and look forward to making the apple and pear crops we have coming in now a great success for you at retail. Thank you for your ongoing support of our World Famous Fruits.

Onward,

West Mathison
President
Stemilt Growers

HILLTOP

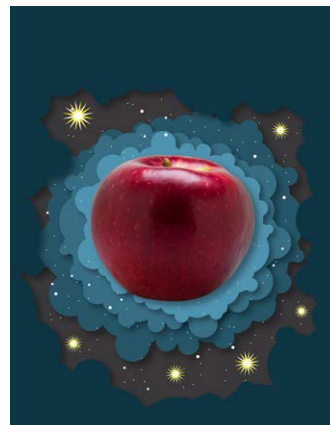
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Hilltop is a bi-annual publication dedicated to fresh fruit growing, packing, marketing, and merchandising.

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Cover Shot



Cosmic Crisp®

BE HAPPY



30 years of growing organic fruit & still counting.
Happy Birthday, AO!



HILLTOP

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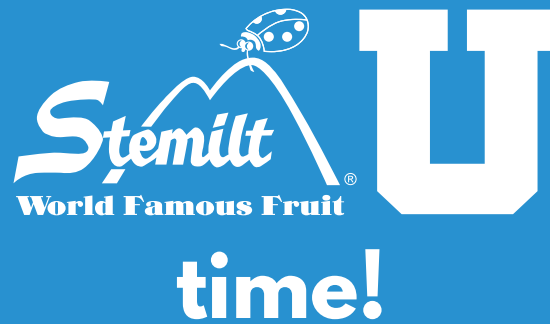
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By Katie Harmon

Pack those backpacks, it's



Stemilt believes in the power of continuing education. And whether that education is through a first-hand experience or on a digital platform, dive in with Stemilt to understand the “why” behind Stemilt’s passion to keep education alive.



Whether you have been working in the professional world for five years or 35 years, we all know how important it is to continue to learn. As humans, we are built to evolve, grow and build our knowledge of the world around us. Recognizing this need, Stemilt Growers has made it a priority over the last several decades to provide their employees, customers and consumers an opportunity to learn more about the food Stemilt grows.

Stemilt started this opportunity of continuing education nearly 30 years ago when they welcomed partners on visits to Washington State to learn about the Apple Capital of the World and experience the company's take on growing and packing fruits first-hand. Six years ago, Stemilt formalized its continuing education path to an experience they like to call: Stemilt University.

Today, Stemilt welcomes several Stemilt University classes to its Wenatchee, Wash. headquarters each year to introduce them to the World Famous way of harvesting, packing, and shipping fruit. Students leave these classes with a greater understanding of its fruits and feel empowered to sell more of them at retail.

"While handfuls of students leave Stemilt feeling more knowledgeable about the product, we still aren't reaching the masses," says Roger Pepperl, Stemilt's marketing director. "With all of this great content, we knew we needed to do more with it, which resulted in our marketing team creating **Stemilt University: Online.**"

Born in 2018, Stemilt University: Online is a digital experience where students can learn what it takes to produce World Famous Fruit through an online platform. It can be accessed anywhere and anytime. The course works on computers, tablets, or mobile devices giving students options to learn on-the-go.

While it may seem that learning in the field could give students an advantage, the knowledge base for the field or watching video through Stemilt University: Online is the same. Pepperl feels that working through the whole process, from start to finish, is what will really help students understand what it takes to grow World Famous Fruit. For someone who worked in retail for 20+ years, he

recognizes the value of a tool like this and what it can do for retailers who utilize it properly.

"Working in the retail environment for so many years justifies my belief in a program like Stemilt University," states Pepperl. "A program that is free, easy to access and builds confidence within an employee adds so much value to a product. They become an instant brand ambassador."

Pepperl feels that buyers, merchandising or category managers, produce managers, or anyone who works directly with the consumer are a great fit for the program. People who hold these jobs are often the first line of communication for the product. Educating individuals about the product's origin and story so that it is accurately portrayed at retail – and to the consumer – is key.

“With all of this great content, we knew we needed to do more with it, which resulted in our marketing team creating Stemilt University: Online.”

"I hope that students who enroll in Stemilt University: Online leave feeling more inquisitive, become better problem solvers and feel like they've accomplished something," states Pepperl. "We designed the courseware to help them learn the information about our fruits they need to be successful at their jobs in produce."

Stemilt University: Online currently offers courses on apples and cherries. The company is working on rolling out courses for pears and stone fruit, among other topics. Each course is set-up with six videos that are each under 5 minutes in length. After students watch the videos, they are prompted to take a quick 15-question quiz. If they pass with a 70 percent or better, students are awarded a Stemilt University Online courseware certificate that they can either print out or share onto their LinkedIn profiles. If students do not pass on the first try, then can study and take the quiz again 14 days later to pass the course.

"Our online platform is extremely user friendly and offers information in a way that is easy to digest," says Pepperl. "People's perception to learn has changed and now we have the technology and resources to make learning easy and accessible, even when the students can't make it out to the farm."

“I hope that students who enroll in Stemilt University: Online leave feeling more inquisitive, become better problem solvers and feel like they've accomplished something,” states Pepperl.

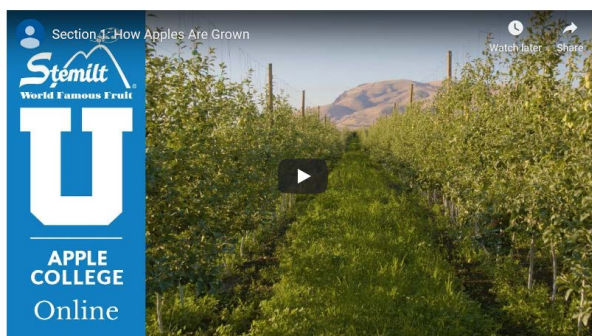




Apple Courseware

Welcome to Stemilt's apple courseware! During this course, you will learn the World Famous journey our apples take – from farm to grocery shelves. After you complete the course, you will be asked to take a quiz so you can become a certified apple expert! Are you ready to embark on this journey with us?

Section 1: How Apples Are Grown



Stemilt's original university started out with a textbook that covered very detailed portions about growing and harvesting practices for World Famous Fruit. However, as the world has evolved into a digital phenomenon that prefers video over text, Stemilt, too, has adapted its ways to accommodate those needs.

"Video is the way people get their information in the world today," says Pepperl. "Stemilt University: Online makes continuing education easy so students can feel like they are part of the Stemilt family and can represent our brands with the best foot forward."



Gluten-Free Pear Scones

These gluten-free dark chocolate pear scones are the perfect make-ahead breakfast for busy holidays.

🍴 7 scones | ⌚ 20 minutes | 🕒 15 minutes | 🕒 35 minutes | 📶 Easy

Ingredients

6 tbsp unsalted butter
1 Stemilt Red D'Anjou Pear
1/3 cup superfine brown rice flour
1/3 cup sweet white rice flour
1/2 cup tapioca flour
1/2 cup cornstarch
1 tsp potato starch
1 tsp xanthan gum
3 tsp baking powder
1 tsp baking soda
3 tsp granulated sugar
1 tsp coarse kosher salt
1 cup buttermilk
1/4 cup dark chocolate chips
2-3 tbsp sparkling sugar
1 cup powdered sugar
2 1/2 tbsp fresh pear juice





Instructions

To make the scones:

1. Chill the butter so it's very cold.
2. Slice the butter into small cubes, place in a bowl, and transfer the bowl to the freezer to chill.
3. Preheat the oven to 425°F and line a baking sheet with parchment paper. Set aside.
4. In the bowl of a food processor fitted with the 'S' blade, combine the brown rice flour, sweet white rice flour, tapioca flour, cornstarch, potato starch, xanthan gum, baking powder, baking soda, sugar, and salt. Pulse together until completely combined. Add the cold butter pieces to the flour mixture in the food processor and continue to process until the butter is completely cut into the flour and the mixture is consistent in texture. Transfer the mixture to a large mixing bowl and place in the freezer.
5. Using the shredding disc of the food processor or a hand grater, shred the pear. Place the pear shreds in a mesh strainer over a bowl and press on the shreds so that they realize their moisture. Set aside.
6. Remove the flour mixture from the freezer and add the buttermilk, gently mix until the dough begins to come together. Add 1/2 cup of the shredded pears and the dark chocolate chips to the bowl and fold to incorporate.
7. Lay a large piece of plastic wrap over your kitchen counter and turn the dough out on top of it. Working quickly, use the edges of the plastic wrap to help you gather the dough into a mass and gently pat into a thickness of 3/4-inch.
8. Cut the dough into 3-inch squares with a knife or into rounds with a floured biscuit cutter.
9. Arrange the biscuits no more than 1-inch apart on a baking sheet, sprinkle with sparkling sugar, and bake in the oven for 15 minutes or until golden and cooked through.
10. Once golden brown and cooked through, remove the scones from the oven and allow to cool completely on a wire rack.

To make the pear icing (optional):

Combine the powdered sugar and pear juice in a bowl, beat with a whisk until completely combined. Drizzle over completely cooled pear scones and allow to sit at room temperature until the icing sets.

By Katie Harmon

Your Everything Guide to Pears

What do you really know about the bell-shaped fruit we call pears? Picking the perfect pear can be difficult, especially when you aren't sure which pear is better for baking and what works for poaching. Check out **Your Everything Guide to Pears** to find the answers.

d'Anjou



Flavor

Citrusy, sweet and refreshing

Uses

Fresh, pairing, baking or poaching

Regular Season

October – June

Organic Season

October – April

Red d'Anjou



Flavor

Zesty, citrus-like and juicy

Uses

Fresh, baking or poaching

Regular Season

October – June

Organic Season

October – April

Bartlett



Flavor

Uber juicy with classic pear flavor

Uses

Fresh, sauces

Regular Season

August - January

Organic Season

August – December

Bosc



Flavor

Sweet, fall-like flavor with notes of cinnamon and nutmeg

Uses

Fresh, baking, poaching

Regular Season

September - March

Organic Season

September – March



Starkrimson

Flavor

Pleasantly sweet with a floral after taste

Uses

Fresh, pairing

Regular Season

August - December

Organic Season

August - October

Is your pear ripe?

Take a thumb and apply a slight pressure to the top of the pear, near the neck area. Does it give? If it does, your pear is ripe and ready to go! If not, follow the steps below to get a ripened pear!

Steps to ripening pears:

1. Place your pears in a brown paper bag and store on the counter top at room temperature.
2. Check daily until your pear is ripe!

Tips to ripening pears:

- Avoid cold temperatures! Cold temperatures can slow down the ripening process.
- Pears produce Ethylene gas, a ripening hormone, as they ripen so keeping pears near each other is key!
- You can also ripen pears with other ethylene-producing fruits, like bananas or avocados! Just stick them in a bag and check your pears often as they can ripen quickly!



Tosca

Flavor

Sweet, juicy with a smooth finish

Uses

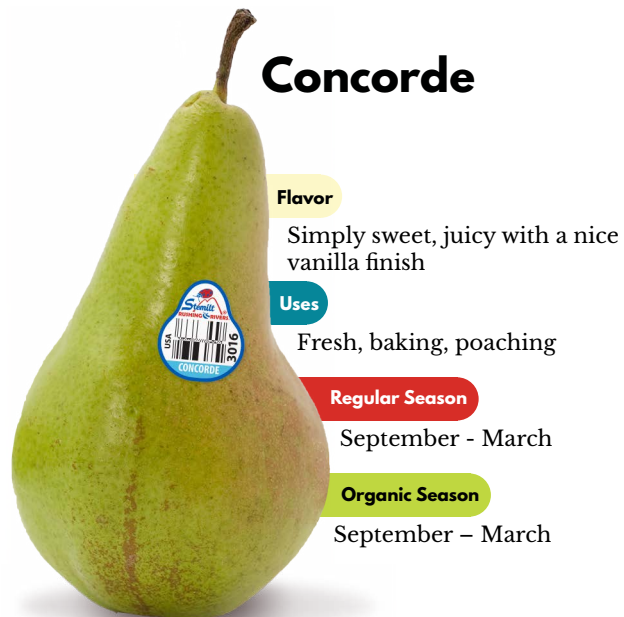
Fresh, pairing

Regular Season

August - September

Organic Season

August - September



Concorde

Flavor

Simply sweet, juicy with a nice vanilla finish

Uses

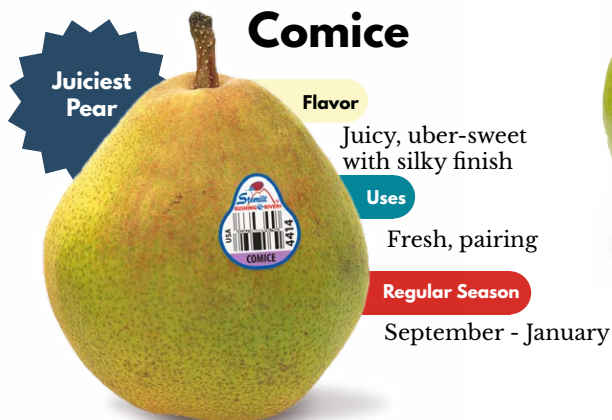
Fresh, baking, poaching

Regular Season

September - March

Organic Season

September - March



Comice

Juiciest Pear

Flavor

Juicy, uber-sweet with silky finish

Uses

Fresh, pairing

Regular Season

September - January

By Katie Harmon

Ready to Launch

3, 2, 1... Blast off! Cosmic Crisp® launches to the masses December 1 after many anticipated years. Learn how Stemilt's R&D team has played a major role in the development of the sought-after apple.



The long wait is over. After two decades of planning, picking, prepping and pep-talking, Cosmic Crisp® WA 38 cv brand apples will finally be available for purchase starting December 1. While Stemilt is one of many Washington growers of this sought-after variety, the family-owned company has been involved in the variety's development for over a decade thanks to Stemilt's Research and Development team and their relationship with Washington State University, the breeding program behind Cosmic Crisp®.

"Stemilt founder Tom Mathison recognized the value in research and founded the industry's first R&D department in 1989," said Stemilt's senior marketing manager Brianna Shales. "One of the main areas of R&D today is finding and testing new, better varieties to grow. This stems from our president, West Mathison's, vision for growing fruit with flavors that will wow the consumer."



Rob Blakey, R&D Manager at Stemilt

Today, R&D manager Rob Blakey leads a team of researchers in all areas of new variety development. He came to Stemilt in 2017 from Washington State University's Tree Fruit Research Extension team. Since then, Blakey and his team have been working tirelessly to determine what growing and storing practices works best for Cosmic Crisp® to result in high-quality, premium fruit.



The research relationship for Stemilt and Washington State University dates back two decades. In 2007, WSU reached out to Stemilt to see if the company could help with a commercial test block for a new apple. Stemilt opted to donate its resources to help maintain the orchard in hopes of bringing new and exciting varieties to market.



Kate Evans, Professor of Horticulture and Interim Director of WSU-TFREC

Kate Evans, a Professor of Horticulture and Interim Director of Washington State University's Tree Fruit Research Center (WSU-TFREC), felt that Stemilt was a great fit to grow WA38 in a commercial test environment. "You want to be choosing collaborators who are well-established and respected, who are interested in new varieties," states Evans. "Stemilt was an obvious choice."

“You want to be choosing collaborators who are well-established and respected, who are interested in new varieties.” – Kate Evans, WSU-TFREC

Stemilt was able to offer resources that include an experienced field crew that plants WA38 on trellised systems. They provided WSU with feedback on what growing conditions worked for the apple and what didn't. Stemilt's test orchard is also in an accessible location that allowed Washington State University easy access to observe the fruit. Once harvested, Blakey and team experiment with Controlled Atmosphere (CA) storage standards in their test R&D rooms to determine what storing conditions will prolong the apple's quality and consistency.

"There are many unknowns when a new variety of apple is going into commercial production," explains Shales. "By testing Cosmic Crisp® for many years ahead of its release, we've been able to understand its unique qualities and how to ensure that we can grow, pack, and store beautiful and flavorful Cosmic Crisp® apples later this year."

With every World Famous apple that Stemilt grows, their mission always remains the same: cultivate people and delight consumers. This is no different when growing Cosmic Crisp®.

"Cosmic Crisp® does everything a grower needs an apple to do: it thrives out in the field and it stores well in CA storage," explains Shales. "The entire industry is excited to see how it resonates with consumers. At Stemilt, the only part that we can control when it comes to the consumer experience is to ensure that flavorful fruit is being sold at store level so consumers are delighted with each purchase."

Cosmic Crisp® has been in development for 20+ years. It's a cross between the Honeycrisp and Enterprise varieties and is known to retain its texture and stores incredibly well – up to a year. It's an apple that sizes large and is exceptionally juicy and sweet, with a nice balance of sweetness and tartness. The apple has already gained a lot of attention and consumers will be encouraged to use Cosmic Crisp® for snacking, baking and entertaining.

“
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purchase.”

"Everyone in the industry knows this apple is going to be a game-changer," says Shales. "And Stemilt is ecstatic to be part of this variety's history through our R&D department and our relationship with Washington State University. We are confident that every Cosmic Crisp® grown by Stemilt will delight consumers."



BE GREAT



**Congratulations to our Employee of the Month recipients
and Team of the Quarter for Q1 and Q2!**



Cultivando Excelencia
NURTURE GREATNESS

I ♥ Minneapolis

Rave
Apples
OUTRAGEOUSLY JUICY WITH A
REFRESHING SNAPPY ZING
#raveroadtrip

Rave
Apples
OUTRAGEOUSLY JUICY
REFRESHING SNAPPY
#raveroadtrip



By Katie Harmon

The Power Behind Trends

From Beyoncé to kale, trends are constantly evolving. The good ones stick and the bad ones, well, seem to linger longer than they should... Learn how Stemilt is leveraging the good trends to take their products to new heights.

What is a trend?

For people who were born in the 1950s and 60s, it may be some fad that millennials waste too much time obsessing about. For people born in the 1990s and 2000s, a trend is something new to try that could help evolve you into someone greater. From goat yoga to bike-sharing, trends are responsible for keeping pop culture alive, social media buzzing and honestly, can help businesses thrive if used the right way.

Stemilt Growers has been finding ways to leverage trends in order to build one loyal Stemilt consumer at a time. Don't worry – Stemilt won't be rolling out a Pumpkin Spice flavored apple anytime soon, but they will be using effective, millennial-approved trends to boost their brands. Trends such as influencers, pop-up shops, and transparency through farm-to-table initiatives are tools Stemilt uses to boost its brands and excite consumers about its products.

"We hear more about trends in today's world, but they've been shaping consumer behavior for a long time," explains Stemilt senior marketing manager, Brianna Shales. "The length of time a trend is around can vary, but the one thing we know for sure is the power behind using a trend effectively. It can boost brand recognition and shape future purchases."

This year marks the third year that Stemilt's newest signature fruit, Rave® brand MN55 cultivar apples, have been on the market. Over the last three years, Stemilt has been actively promoting the apple through various methods, including a well-known trend the millennial world likes to call pop-up shops.

What is a pop-up shop? Pop-up shops have been found extremely effective in industries like fashion, beauty, technology, and even for companies who are dedicated to our furry four-legged friends. Big name brands like Glossier, Apple and Barkshop have used pop-up shops to promote their products in a temporary, high-traffic location (i.e. large cities) for a short amount of time. While the pop-up shops are "live," consumers can come in, get samples, buy products, and learn more about the company who is hosting.

So if these types of companies can work pop-up shops to build their consumer fan base, why can't produce companies do it too? In 2018, Stemilt held their first pop-up shop in the Big Apple to feature Rave®. Mirrored to look like an actual Apple computer store, Stemilt used white walls with a sleek design to highlight the fruit's beautiful coloring and growing locale.

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"Pop-up shops are common in New York, but no one had been to a 'real' apple shop before. It was a great way to give people a first taste of Rave® and share its unique flavor, story, and seasonality," explains Shales. "Last year's pop-up led to this year's #RaveRoadTrip, where we literally took the pop-up shop idea on the road."

The #RaveRoadTrip visited six different city locations over a three-week period. Starting in Minneapolis, MN and wrapping up near the Big Apple, Stemilt was able to reach over 10,000 consumers through their pop-up locations and Rave-themed truck. During each event, Stemilt team members talked with consumers, passed out samples, encouraged consumers to take photos on their orchard-themed porch swing, and entered a sweepstakes to win prizes that were designated to each city.

So, after two years of pop-up shops, what are the results? Good ones. Rave® received coverage from some major media outlets, including *Entrepreneur*, *Taste of Home*, and *Sunset*. While the media coverage is really rewarding, interreacting with the consumer really seals the deal for Stemilt.

"Pop-up shops are a great way to interact with the consumer on a personal level," states Shales. "Stemilt is constantly working towards transparency with our consumers, so being able to have a conversation with them, hear their feedback and share the story of this incredible apple is how we are going to build our brand and earn consumer's trust."

“
Thanks to today's generation, millennials have come to the table with a new sense of curiosity and a belief system that leads to purchases of brands who practice the same sustainable beliefs that they do.



Stemilt has also been diligent about ensuring consumers know where their food is coming from through their Farm-to-Fork initiative, which is designed to answer questions about how their products are grown. Tom Mathison, founder of Stemilt, encouraged the importance of transparency back in the late 1980s and that practice is still in effect today.

Thanks to today's generation, millennials have come to the table with a new sense of curiosity and a belief system that leads to purchases of brands who practice the same sustainable beliefs that they do. In fact, according to a study conducted by YouGov, millennials are prioritizing transparency and want to know where their food comes from and how it is sourced.¹

"Stemilt has been transparent about how we grow our World Famous fruits for decades so we are thrilled that transparency is now a trend," says Shales. "We love engaging with consumers through social media, our website and blog, and even by pulling in culinary artists at the table they enjoy a meal at. Showing how our food comes from farm-to-table resonates with consumers."

Over the last year, Stemilt worked with renowned chef Ethan Stowell of Ethan Stowell Restaurants to educate consumers about its proprietary Piñata® apple. The selection of good culinary apples is slim, so Stemilt recruited the help of Stowell, who has a strong belief in sourcing from companies who grow products the right way, to teach consumers about the great culinary attributes the Piñata® apple has.

"Chef Ethan has been a great ambassador behind Piñata®. He has demonstrated that the Piñata® apple is an excellent culinary apple while still educating consumers about Stemilt and our growing practices," says Shales. "Transparency is a huge part of the food world and Stemilt is happy to support this trend to help the produce industry thrive."

Will the use of trends continue at Stemilt? You bet, says Shales. "Just like the world is evolving around us, our marketing tactics must too. That means we will continue looking out for the best trends that will help us reach our end goal: build consumers into brand advocates one at a time."



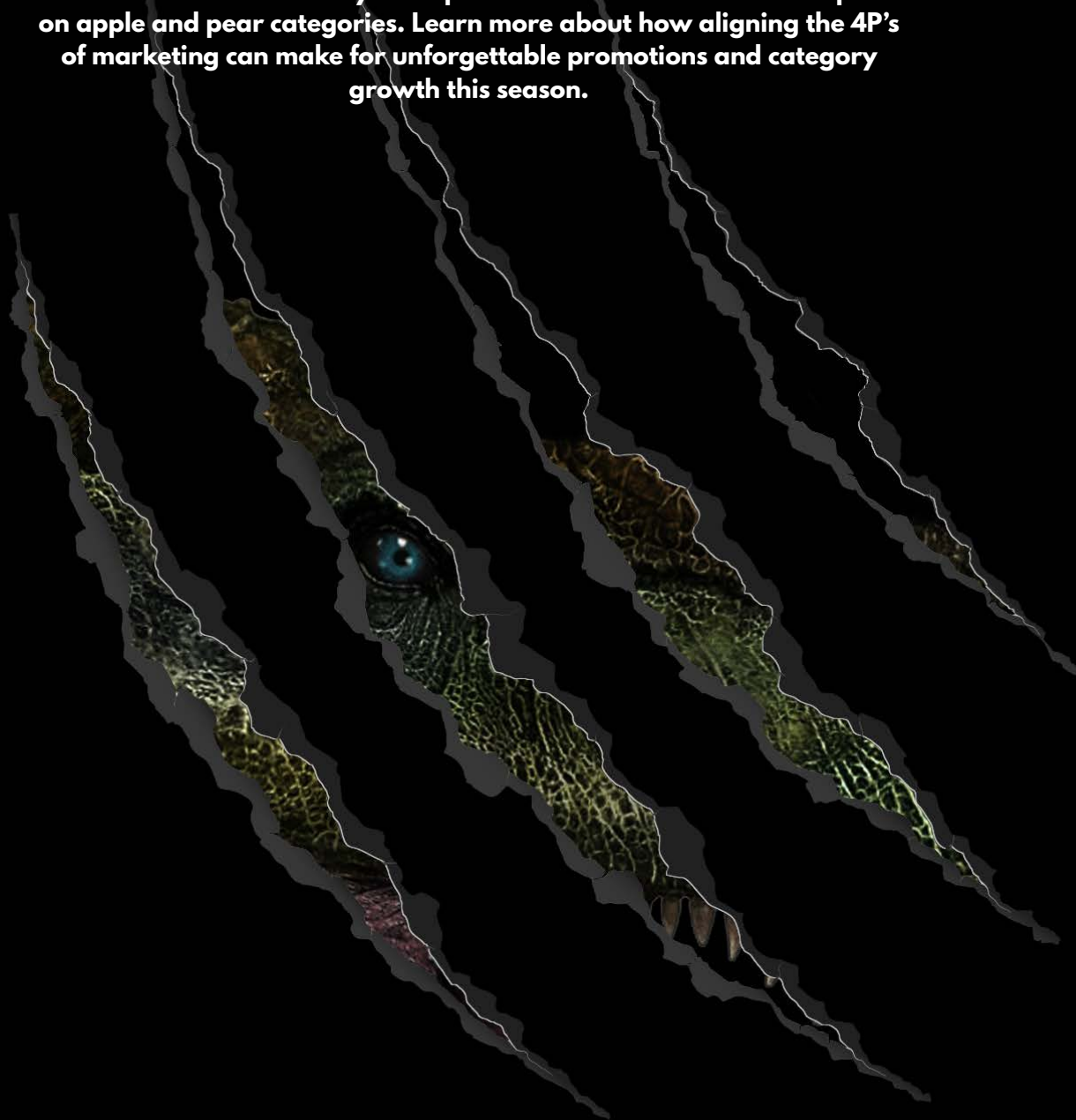
1. Whole Foods survey insights: "Millennials don't settle for just any food in their shopping carts"
<https://www.stemilttrade.com/17-1>

By Brianna Shales

PROMOSAURUS

DINO SIZE PROMOTIONS

Dinosaurs may not literally be taking over the produce department (they're extinct after all), but Stemilt's latest marketing promotion – PROMOSAURUS – is ready to help retailers make a dino-sized impact on apple and pear categories. Learn more about how aligning the 4P's of marketing can make for unforgettable promotions and category growth this season.



Jurassic World: The Ride isn't the only dinosaur-themed experience causing a stir this year. PROMOSAURUS is the clever name for Stemilt's latest apple and pear promotion push and ready to help retailers disrupt produce departments and category sales through 'dino-sized' displays this fall and winter.

According to Stemilt marketing director Roger Pepperl, Promosaurus is all about aligning the 4Ps of marketing (price, product, promotion, and placement) for two staple fruits in the produce department during their peak seasons. The company's modern varietal mix, organic leadership in apples and pears, high-graphic cartons, and wide variety of merchandising displays are all tools at the disposal of partner retailers to successfully bring product, price, promotion, and placement together.

"Apples are a big share of total produce department sales during the fall, winter and spring months, yet category growth has slowed in recent years," said Pepperl. "We need to attract consumers to purchase apples and with the crop volume and incredible varietal mix, this is the year to do that at retail."

Pepperl is a former produce buyer and merchandiser and utilizes his retail expertise at Stemilt to help his team create strategies and merchandising vehicles that can actually come to life in a produce department.

"We know that time and labor are both hard to come by at retail," said Pepperl. "Promosaurus is built around simplicity. We help retailers utilize high-graphic cartons that our fruit ships in to build larger-than-life apple and pear displays. Building big displays attracts consumers and can make promotions succeed in bigger ways than they have before."

“Running apples in an ad along with a large display footprint in a key location can lead to ten times the normal volume sold.”



Running apples in a standard print ad will typically increase volume sold by three times, Pepperl noted. But, running that same ad along with a large display footprint in a key location can lead to ten times the volume sold.

“That’s a tremendous difference and it’s because people buy with their eyes. When they see a huge apple display in the front of the store or produce department, they are going to take notice,” said Pepperl. “It’s a proven sales vehicle and takes the product, price and promotion parts that have already been done well, and amplifies it through great placement.”

When it comes to alignment of marketing’s 4Ps, Stemilt is well-positioned with this apple and pear crop to support Promosaurus promotions at retail. The company has a modern mix of apple varieties that include increased supplies of the popular Honeycrisp, and mainline apples like Fuji, Gala, and Granny Smith. Stemilt is home to Piñata® apples, is a leader in Pink Lady®, and will be among the main suppliers of the highly anticipated Cosmic Crisp® apple this December.

“Having the right variety mix and fruit quality is essential in making Promosaurus a success,” said Pepperl. “We’re growing modern varieties that consumers seek out and have strong packaged brands to amplify bulk apple promotions.”

“

The beauty of using these high-graphic cartons to build displays is that smaller footprint stores can make Promosaurus plans come to life too.



Stemilt carries that modern mix and leadership into its organic program, Artisan Organics™. The company is celebrating its 30th birthday for organics in 2019 and will have high percentages of organic Honeycrisp, Piñata®, Gala, and Fuji to support organic Promosaurus plans.

Stemilt's emphasis on signature apples and branded programs like Lil Snappers® kid-sized fruit mean that many of its fruits arrive to retail distribution centers in high-graphic cartons. These cartons are great for building eye-catching displays at the store level and can be formatted into a variety of configurations to fit in stores regardless of their footprint.

"The beauty of using these high-graphic cartons to build displays is that smaller footprint stores can make Promosaurus plans come to life too," said Pepperl. "Retailers of every size can benefit from increasing apple sales, and we're excited to help them do that this season."

The company is introducing a new Family Farmer display to help with Promosaurus execution. The pop-up display acts as an endcap or centerpiece to anchor a large display set of high-graphic display boxes.

"The Family Farmer display can be configured a few ways and calls attention to the freshness, variety, and large-scope of a retailer's apple display," said Pepperl. "It's our way of bringing the apple orchard, and our family growers, into your store to help you share your source for apples with shoppers."

Retailers of every size can benefit from increasing apple sales, and we're excited to help them do that this season.

Stemilt also has easy pallet displays, pop-up display bins, and lane table displays to help retailers promote apples and pears in a big way, or in unique places throughout the store.

Flexibility, velocity, simplicity, impact, and flavor are all cornerstones of Stemilt's Promosaurus program for apples and pears. And just like the new Jurassic World ride, the overall experience will be unique to each participant, but aims to excite and delight.

"Promosaurus is just a fun way to talk about what we are all working to do, to sell more apples and pears," said Pepperl. "We can make an impact through dino-sized displays but where the grower, retailer and consumer really win is when we deliver fruit with World Famous flavors so that shoppers come back from more."



Cooler Boxes Ever!



Pop-Up, Lane Table, & Easy Pallet Display Bins



By Adi Mathison

Familiar Face: Jeff Heath

Jeff Heath knew from an early age what he wanted to do with his life, but his life's passion took more time to uncover. The long-time Director of Fieldstaff at Stemilt shares more about his "average" day and how raising and training show dogs has helped him become a mentor for the next generation of field staff.





You've been part of Stemilt's fieldstaff for more than 25 years, but let's start from the beginning. How did you know horticulture was something you wanted to pursue a career in?

I was born and raised in Brewster, WA as an orchard kid. My parents had an apple orchard and a tree fruit nursery. This exposure had me interested in fruit at a very early age and I knew that once I was done with high school, I would go to Washington State University (WSU), get a horticulture degree, and pursue a job in the tree fruit industry. And that's what I did. Many young people don't have a clear vision for their future at an early age. I was fortunate to know exactly what I wanted to do.

I know what it's like to be an orchard kid! What jobs did you have growing up in the orchard?

I picked apples and budded trees in the nursery. I also thinned apples, which was not my favorite job.

When did you graduate college, and what did you before you joined the Stemilt team?

I graduated from WSU in 1977, and even back then, I knew a bit about Stemilt. In fact, I had quite a few classes with grower and co-owner, Kyle Mathison, in my college days! Before joining Stemilt, I worked as a fieldman for two other fruit companies, Magi (in Brewster, WA) and Chief Wenatchee.

What brought you to Stemilt?

I joined Stemilt in 1994 to fill an open fieldstaff position. My first assignment had me covering orchards in Wenatchee and East Wenatchee, which included many Stemilt Ag Services farms. I was able to work closely with both Kyle and Bob Mathison. I also oversaw the North district, which meant lots of driving – sometimes more than 1000 miles a week – to distant places like Okanogan, Tonasket and Oroville. It was a large area to cover.

How has your role evolved over the years?

When I started, Mike Mrachek managed our fieldstaff, but he was preparing for retirement and taking a more active role in his irrigation and soil monitoring business. Stemilt experienced significant growth in my first decade here, and by 2009, had grown enough that the dual role of overseeing Stemilt Ag Services and the fieldstaff

was too much job for one person. I was promoted to Director of Fieldstaff in 2009 and have been managing our fieldstaff team ever since.

Who were some mentors that helped shape your career?

I was lucky to have quite a few influential people in my life while coming up in this industry, including: Leonard Schmitt, Ron Skylstad, Fred Valentine, and Jerry Nolan. I could go to each one of them to ask questions. They often took me into orchards to show and teach me all that you need to know in the world of growing fruit.

What is the first thing you look at when you step into an orchard?

I glance at the overall appearance of the orchard. That's always a great sign of what you'll see when you go deeper into each row. Luckily, I see beautiful, well-run orchards every day.

How has your leadership role changed over the past 10 years?

It's changed a lot! When I first started managing the fieldstaff, I was splitting my time evenly between the field and working on the administrative side for both food safety and the field team. Now, I spend far more time on the administrative or managerial side of the business. I think that's the evolution of our business. We are better equipped with technology today and it's helping us guide our decisions in the field, but that also means more time in front of a computer analyzing spreadsheets and data. I still get to work with growers and other fieldstaff members, especially during harvest. Building those relationships is one of my favorite parts of the job.

What changes have you seen in the industry in your career?

Wow, where do I begin?! The biggest change has been around how the industry has consolidated. Obviously, we are growing larger volumes of fruit than we did 25 years ago, but we are also doing so through fewer warehouses. We've seen a huge change around what varieties of apples are grown. There were only a handful of "new" varieties grown at any scale when I started in the industry, and now there are several at our company alone!

Red Delicious is no longer number one. Technology has also advanced the industry. Electronic sizing and sorting, automation, robotics, and even the evolution of how we store fruit. It's fascinating to see.

What are your favorite aspects of your job?

I really love getting up in the morning and going to work. For me, I love working with people. I enjoy having the opportunity to connect with our fieldstaff team and our growers and it's fun to share my experiences. More and more, I'm finding a real passion for mentoring our younger fieldstaff members. I've always believed in mentoring, but as I near retirement, I feel it's a critical part of my job. We have men and women starting their fieldstaff careers here at Stemilt, and it's fun to teach them and pass along the tribal knowledge I have. I'm passionate about bringing them into the Stemilt family and helping them succeed.

What are some challenges you face, and how do you overcome them?

As much as I love working with people, they can also be challenging! There are times when personalities we try to match just don't, and we have to change course. We also have Mother Nature to work with every day, and every year. She likes to throw curveballs and we are the ones on the front lines, working with growers to help them work through those challenges.

When you look at Stemilt's future, what gets you excited?

The way technology is shaping our future is really exciting to me. For example, I never would have dreamed of having a packing line like our Ultimate line for cherries. We can put the cherry schedule in the at the beginning of the day and tell the lines how to pack the fruit. Then, it does just that! Technology is driving the industry now and will have a big place at Stemilt as we grow in the future.

I know there isn't much free time when you work in horticulture, but what would our readers find you doing when you aren't at work?

It is a busy job, especially during the harvest season. I obviously enjoy spending time with my wife of 40 years, but perhaps most interesting is my passion for bird hunting with my dog. As soon as harvest is done, that's what you'll find me doing! I have a German shorthaired pointer, Levi, who is 8, that joins me on many adventures and an annual trek to North Dakota. He's been a champion at dog shows and is an incredible hunter and companion. I'm also a member of the local gun club and enjoy shooting trap, as well as volunteering as the caretaker of a conservation area that they care for. I've helped plant greenery, trees, and shrubs as part of that conservation project.

As a fieldman, you've eaten your fair share of fruit over the years. What is your favorite Stemilt fruit and why?

Rainier cherries. A really sweet Rainier right off the tree cannot be beat.



Jeff and his favorite fruit Rainier cherries.





By Adi Mathison

New Face: Lindsey Morrison

From cosmetology to conservation and now horticulture, field woman Lindsey Morrison brought diverse experiences and an open mind with her to Stemilt. Get to know this new face and why she's passionate about doing her part to help the world eat more healthy food.



Tell our readers a bit about yourself and how you came to be part of Stemilt's fieldstaff?

I grew up in East Wenatchee, and my grandfather was an orchardist in the Entiat Valley and later at Stayman Flats. I have a lot of fond memories being in his orchards as a child. There was room to play outside and it's always fun when you are a kid to visit your grandparents.

Is that what inspired you to join the tree fruit industry?

Not exactly. I attended beauty school while in high school and became a licensed cosmetologist a few months after I graduated in 1997. I moved to Seattle and worked there for three years at a salon before coming back to the Wenatchee Valley. I knew I wanted to work outside, as being outside every day was important to me. I earned my transfer degree at Wenatchee Valley College (WVC) and then went to Central Washington University for a BS in Science and Biology.

That's quite the interesting path! What did you do once you graduated?

During college, I was a volunteer for the Foster Creek Conservation District. That experience led me to a job as a conservation planner with the Okanogan Conservation District. I learned quickly how to work with farmers on complex resource issues. It was never my plan to work in agriculture, but that was where I spent most of my time while working in conservation. I fell back in love with the orchard industry and it became a natural transition to work with growers in the field.

My first job in the fruit industry was with Columbia Fruit Packers. I was hired in 2009 to help their company-owned orchards and warehouses with sustainability. After a few years, I was working in the field more and more and an opportunity came up to join their field staff. I returned to WVC to take horticulture classes from their tree fruit program. After 8 years there, I saw a job come up for a fieldperson at Stemilt. I had a few connections at Stemilt and they loved working here, so I applied and the rest is history. I've been part of Stemilt's fieldstaff since 2017.



It was never my plan
to work in agriculture...
but I fell back in love
with the orchard
industry.

What does an average day on the job look like for you?

Average is not really a thing we have in the orchards, and that's one of my favorite parts about my job! Every day is different, and I have new challenges and problems to help solve. My days usually start early because I cover the Columbia Basin from Quincy to North Pasco region, and the closest orchard I work with is 45 minutes away. I spend a lot of time driving each day and try to visit one geographic area per day for apples, and as many as I need to during cherries. It's important that I spend time with each grower and farm I serve because my main responsibility is to make sure that our fruit is harvested at the optimum maturity to ensure we provide the World Famous Fruit that Stemilt is known for.

What other responsibilities do you have?

Aside from helping to manage harvest, I consult on new plantings, production systems, varieties and rootstocks, pruning, etc. In the winter months, you'll find me attending industry meetings to increase my knowledge to provide better service to my growers.

I've heard you are an Ag Forestry alum. Tell us more about that experience.

I was fortunate to participate in Class 37 of the Ag Forestry program in 2016. It's an 18-month intensive leadership program where you travel around the state, to Washington D.C., and internationally, to explore Washington's agriculture industry in-depth. We covered everything from tree fruit to timber, dairy, row crops, cattle, shellfish and more.

It strengthened my leadership abilities and taught me that you must collaborate to solve the complex issues our industry faces. We have more in common with people than we realize and can always find common ground if we're willing to look hard enough.

Are you still involved in Ag Forestry? Or elsewhere in the industry?

Yes, I'm a big advocate for volunteering. I love to volunteer at Ag Forestry events when I can, and I also attend their graduation. I'm also involved in natural resources by serving on the board for the South Douglas Conservation District, and I am the board chair for the NCW Fieldsmen's Association.

You talked about how much you love working outside. What other aspects of your job do you enjoy?

I enjoy the people I work with the most. I love working with our growers and getting to know them and their families on a personal level. The horticulture aspect is fascinating to me. It may sound cliché, but I truly love working in an industry where I get to contribute towards getting the world to eat healthy food.

What are some of the challenges you come across?

The biggest challenge for me is learning to work with different personality types. I know there is more than one way to do something and that having an open mind to how people do things differently can go a long way in building a great relationship.

“
I have so much
respect for women
that are growing our
crops. It's a hard job.”

What are your hobbies outside of work?

I really enjoy traveling. It's fun to learn about experience and learn about different cultures. I also enjoy spending time with my family, friends, and my boyfriend and our three dogs (Silas, Sasha, and Copper). We love to golf, bike, hike, swim and camp. Basically, you'll find me doing all the outdoorsy things when I'm not working. I also love to cook and bake.

Where are some places you've traveled, and what's been your favorite?

I've been to Chile, Argentina, New Zealand, Thailand, Laos, Cuba, Canada and all around the United States. Hands down, New Zealand was my favorite place so far. The scenery is amazing, and so are the people.

You are still new in your career, but you must have had some role models along the way. Who have they been and why?

I always look up to women in agriculture, especially women who are farmers. There aren't many out there and as a woman in a male-dominated field, I know we can have unique challenges. I have so much respect for women out there that are growing crops and putting in the hard work every day. The biggest female role model for me has been Karen Lewis, who works for WSU Extension. She offers me the best advice as a mentor and friend. Our industry is lucky to have her advocating for us and educating us!

Crystal ball time. What are you most excited for with your future at Stemilt?

There is so much going on here and I'm excited for the opportunities that may come my way at Stemilt. It feels like there are many different directions I could go in, and that's exciting when I think about my future.

What is your favorite Stemilt fruit and why?

The Rave® apple. The name is fun and I love the sweet-tart profile!



By Katie Harmon

The Road to a Great Stemilt: CENG

With the belief that great product comes from great people, Stemilt has introduced a program called Cultivando Excelencia / Nurture Greatness. This program focuses on empowering Stemilt employees in and outside the workplace to continue Stemilt's leadership in the tree fruit industry.





Every brand success story has a great team behind it. Ford Motor Company would never have come to be if Henry Ford didn't have Clarence Avery, Peter Martin and Charles Sorensen to stand by his side and fuel his ideas. And Steve Jobs would not have found success designing Apple products if he didn't care for the well-being of his team members. In fact, Jobs thought the best product he ever built was his team.

This same philosophy is applied within the walls of Stemilt Growers. This mantra that Stemilt can only grow great products if they have a great team to support that goal has been part of Stemilt president West Mathison's mindset since a very young age. When he was just five years old, Mathison's great-grandmother had him serving cookies and coffee to the workers, while often telling him, "treat people like they matter, and they will." Today, West has taken that grain of knowledge and put it into action through a new program called Cultivando Excelencia / Nurture Greatness (CENG).

CENG was created to get everyone to work towards achieving Stemilt's mission: to cultivate people and delight consumers. Stemilt employs 1700 employees year-round and has double the team members to support the busy summer cherry season. With a large employee base, Mathison sought ways to help everyone speak a common language to ensure Stemilt reaches its goals of producing fruits with World Famous standards.

"CENG is working towards creating the best team in the fruit industry," says Roger Pepperl, Stemilt's marketing director. "When people are happy at their workplace, the product is happy, which ultimately ends with a delighted consumer."

According to one study conducted by the Social Market Foundation, happy employees are up to 20 percent more productive than unhappy employees.¹ So, what makes a happy employee tick? Feeling successful in and outside the workplace.

"People who feel successful at their jobs are much more willing to work hard towards a common goal together," says Pepperl. "CENG has been created to ensure people feel like they are getting what they need to feel success within our walls and outside of them as well – whatever that may be or look like."

“When he was just five years old, Mathison's great-grandmother had him serving cookies and coffee to the workers, while often telling him, “treat people like they matter, and they will.”

CENG provides Stemilt employees access to a number of training and development programs, including: English-as-a-Second Language (ESL) classes, the Hispanic Orchard Employee Education Program, manager training programs, college access programs and workplace training programs for those with special needs. The company also supports several scholarships to help children of its employees pursue a college degree.

Stemilt revamped its recognition, rewards and incentive program following the introduction of CENG. The company introduced more areas to recognize 'greatness' including two peer-to-peer recognition programs. High Five is a bi-monthly award where peers recognize other peers for following Stemilt's values in their daily work. Employee of the Month is also peer-nominated and aims to honor team members that go above-and-beyond. Stemilt also recognizes a Team of the Quarter, has an annual Mathison Family Award, a Production Profit Sharing award, and a special-occasion Founders Award (See side panel for further information).

CENG is managed by a hard-working team of two, Daniel Blazquez and Marcela Covarrubias. Together, they implement training and development opportunities into Stemilt's everyday practices and build the company's culture and core values one team member at a time. Blazquez joined the Stemilt team in 2018 and also helps in workplace efficiencies through Kaizen continuous improvement initiatives. Covarrubias is a long-time Stemilt team member that was promoted to the CENG team in 2018 from human resources.

"Dan and Marcela have been instrumental in implementing CENG throughout the company," says Roger. "With the number of employees that we have, it's a big job, but we are seeing results which means what they are doing is successful."

CENG's main goal is to optimize the health of their employees, mentally and physically, as well as empower them to grow and strive for new heights in their career. By doing this, Stemilt can also optimize the organizational and environmental health of the company.

"Stemilt is great about building the people we have within their walls up," says Pepperl. "We have employees who have worked here since their high school days, packing on the line. Today they are managing teams and making important business decisions for the company."

While the program has only been around for about a year, the future of CENG is looking bright. "We are just entering the second year of this program and already seeing a lot of improvement with our efficiency rates due to happier employees, and the fact that we are speaking a common language, and working towards our mission," says Pepperl.

Today, company culture is one of the top priorities for professionals when applying for jobs with 75 percent of candidates considering an employer's mission and brand before even applying.² And when employers can create a culture that stands within their employees values, there is guaranteed success in the equation.

"Our cultural development team is working hard towards making Stemilt a place that our employees feel is a home away from home," says Pepperl. "With the success we have already seen, we are excited to watch our employees flourish under this new program."

“
While the program
has only been around
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future of CENG is
looking bright.”



Hispanic Orchard Employee Education Program (HOEEP):

Stemilt works with local colleges to offer HOEEP. HOEEP is designed to increase the professional abilities of agriculture employees through greater understanding of horticultural science, current production technology, English language and communication, math and computer skills, and cultural and social systems.

Washington Apple Education Foundation (WAEF):

Stemilt works with WAEF to provide scholarships to students whose parents work at Stemilt to help them with their post-secondary schooling. Last year Stemilt awarded over \$100,000 worth of scholarships to children in our community.

Founder's Award:

Stemilt honors one employee who has exemplified all Stemilt values (Integrity, Trust, Innovation, Humility, Stewardship) over the course of the year. The recipient and guest will be invited to attend a special annual dinner with the Mathison family and future recipients of the Mathison Family Award dinners.

Production Profit Sharing Program:

Stemilt incentivizes production crews who have surpassed their quarterly production, quality, and individual goals. Employees share in the profits of our business that they support.

Peer-to-Peer Recognition:

Employees are encouraged to recognize their colleague's demonstration of our Vision, Mission, Values, and Goals. High 5 and Employee of the Month are both peer-to-peer recognition awards.



1. Happiness and productivity: Understanding the happy-productive worker
<https://www.stemilttrade.com/17-2>
2. 7 Ways to Improve Your Company Culture
<https://www.stemilttrade.com/17-3>

By Katie Harmon

Did You Know?

Stemilt's organic brand, Artisan Organics™ is 30 years old! From humble beginnings to organic leadership today, join our celebration with this by-the-numbers look at our Stemilt Ag Services certified organic orchards.

Happy Birthday, AO! 30 years down, many more to go!

167,723,570

the pieces of fruit that will be harvested at Stemilt Ag Services orchards in 2019 (and they are all hand-picked!)

1989

our first year growing organically

10,950

the number of days we've been in organics

164 days

the length of a typical organic harvest season at Stemilt

23

the number of organic varieties of apples, pears, cherries and stone fruit we grow

1.1 million

the number of trees Stemilt Ag Services will harvest organic fruit from in 2019

40%

of our Honeycrisp, Sweetango®, and Piñata® crops are organic

30%

the share organic has when we combine all of our crops



BE FUN



Bring fun into your produce departments with Lil Snappers®, the best-selling kids brand for apples, pears & organics.





Crock-pot Apple and Sweet Potato Chili

Warm up with this sweet-and-spicy chili recipe featuring apples and sweet potatoes. The perfect fall crock-pot recipe!

 8 cups |  10 minutes |  4 hours |  4 hours 10 min |  Easy

Ingredients

1 large Stemilt Gala apple (or other mildly sweet Stemilt apple)
1 medium sweet potato
1 medium yellow onion
1 red bell pepper
4 cloves garlic
1 can (15 oz) black beans
1 can (15 oz) kidney beans
1 cup vegetable broth
3 tbsp apple cider vinegar
3 tsp chili powder
3 tsp ground cumin
2 tsp paprika
1 tsp chipotle powder
1 tsp ground nutmeg

Instructions

1. Dice apple, sweet potato, onion and bell pepper in uniform pieces, about 1 cm cubes. Mince garlic.
2. Place apple, sweet potato, onion, bell pepper and garlic in the pot of a slow cooker.
3. Add beans (including liquid), broth, vinegar, and spices. Stir and cover.
4. Cook on high 4 hours or low 6–8 hours.
5. Stir and serve with apple slices, sour cream, cheese, cilantro, or avocado.

Nutritional Information

Per Serving (Crock-Pot)

Calories: 238
Carbohydrate Content: 41g
Cholesterol Content: 1mg
Fat Content: 3g
Unsaturated Fat Content: 0g
Serving Size: 1 cup
Fiber Content: 13g
Protein Content: 12g
Saturated Fat Content: 0g
Sodium Content: 86mg
Sugar Content: 7g





Stemilt Creek Winery

We love our Wine Club Members!



Wine Club

Jan and Kyle Mathison reserve the very best of their wines and hospitality for the members of Stemilt Creek Winery Wine Club. Join us as a wine club member and celebrate the joy of fine wine, good friends, and passion for life! As a member for our wine club you receive the following:

- A generous 30% Savings on each Wine Club Release
- 6 bottles of wine shipped 2 times per year (Spring and Fall Wine Club Release)
- 20% off case purchases throughout the year
- 10% off wine purchases throughout the year
- Only wine club members can order from our Library Selection Wines
- Wine Club Members get first rights on available new releases
- Monthly Newsletter
- Invitation to Wine Club Party for Fall Release
- To sign up for the Stemilt Creek Winery Wine club contact:

wine@stemiltcreek.com*

*Due to Shipping Laws, not all states are open for shipping wine.

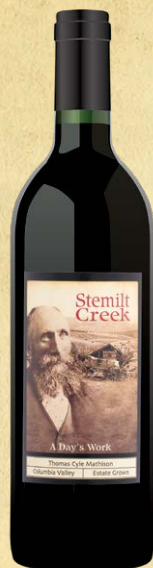
Please contact us at wine@stemiltcreek.com for availability in your state.



Pioneer Spirit

It is with great pride that we honor the pioneers who came before us through our wines at Stemilt Creek Winery. Our site-specific wines are harvested near the land planted in the late 1800's by homestead pioneer, Thomas Cyle Mathison. Stemilt Creek wines are lovingly crafted using grapes that Kyle Mathison grows on the same land that his family has cultivated for over a century. The winemaking style tends to build the wine with brawny tannins to shoulder earthy flavors evident in the unique terrain of Stemilt Hill, including the use of Kyle's World Famous Compost. Collectively, Stemilt Creek wines exude brawny characteristics consistently in a coherent full-bodied and lasting flavor much like the intriguing story of the Mathison family legacy.





Pink Lady



Kasseri



Pink Lady apples are zippy with a dense skin, tart flavor, and effervescent finish.

Kasseri is slightly tart with subtle sweetness and olive-like flavor.

A Day's Work – Honors Scottish Pioneer, Thomas Cyle Mathison – A Day's Work's flavor, structure, and finish can be summed up in the powerful story behind homestead pioneer, Thomas Cyle Mathison. Seizing opportunity to own land, he declared in a strong Scottish accent, "That I cometh to this land with nothing but a days work in me hans." These mighty hands dug ditches, mined for gold, and ultimately planted the seeds for the one of the largest fruit companies in the world. His robust spirit harmonizes with the boldness of this Bordeaux style blend with sturdy structure and a black cherry finish!



d'Anjou



Brie



D'Anjou pears are juicy with a sweet brisk flavor and hint of citrus.

Brie is rich and creamy cheese with a slight sweetness that contrasts the earthy flavor of the edible rind.

Boss Lady – AJ Mathison – Spectacular spice balances with a mouthful of black-strap molasses which is held up by a mineral note resembling flint – this wine is dazzling. Full of electricity and pizzazz, it dances across the tongue for a long, satisfying finish sure to leave a lasting impression. Don't let all the fun fool you. AJ Mathison, known as Boss Lady, had a fiery fortitude and passion for family and the land. There is a serious side to "Boss Lady" with sturdy tannins, toasted oak, and full flavor finish. Enjoy a sip and let your taste buds tango.



Honeycrisp



Provolone



Honeycrisp is juicy with a refreshing sweetness similar to fresh apple cider. Just like the name implies, Honeycrisp apples are crisp with a unique skin that fractures cleanly with each bite.

Provolone is a tangy cheese that grows sharper as it ages; occasional smoky taste.

Caring Passion – TK Mathison – Passionate. Caring. Focused. Anyone who ever met TK instantly recognized his genuine personality. He introduced himself with confident honesty and finesse – never hiding a thing – he never had to. He knew who he was. His crew and their families knew he cared about them as much as the work and the land. "Caring Passion" resembles that trait, introducing itself with pure Merlot characteristics: soft tannins, ripe red cherry, coffee bean, and cassis with a hint of vanilla oak backing up the fruit. Just what a Merlot should be – comfortable – just like TK. Sit with it a while and enjoy.

By Brianna Shales

Getting LinkedIn®

The statistics around LinkedIn are astounding. In 2019, it's estimated that two professionals are joining the platform every second, 630 million people worldwide are registered LinkedIn members, and 154 million of those subscribers are American workers¹. It's no wonder why LinkedIn has become the preferred social media hub for everything career related.

Discovering jobs, building your professional brand, expanding your network, and broadening your business knowledge – it can all be accomplished through LinkedIn. And even though it's a current subsidiary of Microsoft, LinkedIn is not just for tech employees. It welcomes people from every industry you can think of – including our beloved produce industry – and helps you connect, engage, and build lasting relationships with other professionals.

I've been a LinkedIn member since 2008, which was also the same year I entered the workforce. Participating in LinkedIn started as a way for me to stay connected with college acquaintances and follow their careers. But like my career, it's morphed into much more than that. For me, LinkedIn is a place to learn about our industry and trends that will impact it. It's a way to connect easily with people I meet at tradeshow and events, or research companies and contacts that may help with a business need that arises. And it's also a place to grow personally. For me, spending a few minutes a day exploring and participating with my LinkedIn community is a source of inspiration. It expands my thinking and motivates me to be a better storyteller, teammate, leader, and member of the incredible produce industry.

Start off by observing the space or enter with your voice ready to be heard. Whatever you decide, getting LinkedIn is a great way to build your best professional self.

If Facebook is the virtual place to unite with friends and family, then LinkedIn is all that and more when it comes to building your professional presence. Let's explore this platform's growth, capabilities, and why you (no matter what point of your career you are in) should be on LinkedIn.

Ready to deepen your produce connections on LinkedIn? These 5 produce-oriented groups are the perfect place to get started:

Fresh Produce Industry Discussion Group: Led by *The Packer* editor Tom Karst, this group has an audience of more than 20k. It's a place for active participation in discussions centered around current industry topics and future trends.

Produce Career Professionals: This networking group of nearly 4,000 people is exclusive to those of us working in the produce and agricultural industries.

United Fresh Produce Association: Brought to you by United Fresh, this group is a place to share and discuss topics that impact all areas of the global fresh produce supply chain.

Women in Produce: This group brings the women working in produce together to discuss their careers, life and progressing the fresh produce industry.

Fresh Ideas: PMA Produce and Floral Marketing Professionals: Produce Marketing Association's official group is designed to be a collaborative space for discussions around increasing the sales and consumption of fresh produce and floral products.

1. Six LinkedIn Statistics that Matter to Marketers in 2019.
<https://www.stemilttrade.com/17-4>



THE CONSUMER CONNECTION ANNUAL CONFERENCE

April 13-16, 2020 | Scottsdale, Arizona

Unite with other produce industry thought leaders and top-tier influencers for consumer-driven collaboration at The Consumer Connection.

Engage in intimate high-caliber networking with the influential people that matter most.

Attain business-boosting insights that consider every player on the board.

Indulge in a daily produce-prominent culinary exploration that showcases what's next on America's menus.



Inspire.
Influence.
IGNITE.

fruitsandveggies.org/ConsumerConnection

**PRODUCE FOR™
BETTER HEALTH
FOUNDATION**

Parting Shot

What a pear-fect view! These delectable d'Anjou pears are grown in the beautiful Entiat River Valley, one of the world's best pear-growing locales and part of Stemilt's pear brand, Rushing Rivers® pears! The Entiat River Valley is located in the Cascade Mountain region where the soils are rich with volcanic nutrients and orchards are surrounded by alpine forests. This type of environment creates an excellent growing region thanks to the surrounding forests and mountain range that help keep pears cool during the hot summer months. Plus, every orchard is provided with clean and constant water supply thanks to the Entiat River rushing by. Are you ready for your Rushing Rivers® pear season?



BE TROPICAL



NOW WE'RE COOKIN'

The apple category is changing, but cooking with apples is still in style. Stemilt is home for the best apple to use in the kitchen. Heat up your apple sales with Piñata®.

PIÑATA!

A surprise for your taste buds

CLASSIC APPLE FLAVORS WITH A **Tropical Twist**

