

HILLTOP



Issue #5 Fall/Winter 2013/14

world famous pears

bringing up the best apples

computerized irrigation

mission: recycle



WORLD FAMOUS
APPLES



Stemilt
CELEBRATES **50** YEARS
1964-2014

Dear Readers,



Stemilt is busy preparing for the future.

In June, we opened a state-of-the-art cherry line at the Euclid Street facility in Wenatchee. The electronic sizing and defect sorting technology on this line impressed us so much that we are now adding two new cherry lines with the technology

throughout our operations. The A line at our facility in Stockton, CA will have 40 lanes of electronic sizing in operation for the 2014 California cherry crop, and we will install another 20 lane line at our Euclid Street facility for Washington cherries which start in June.

Also in June 2014, we will begin construction on a new A line for apple packing at our Olds Station facility. Similar to cherries, the new apple line will feature electronic sizing technology. Lastly, Stemilt's administrative office will move to a newly constructed building at Olds Station next year. It's exciting to bring our headquarters back to Olds Station.

As you can see, change is happening rapidly at Stemilt. We continue to focus on technology and innovation throughout our operations in order to be the best service provider to you, while simultaneously preparing for larger crops in the future. We appreciate your ongoing support of Stemilt World Famous Fruit, and I hope you enjoy learning the latest and greatest from our company in this issue of Hilltop.

Onward,



West Mathison

onthecover



Morning sunlight on d'Anjou pears.
Entiat River Valley, September 2013.

HILLTOP

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

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RESPONSIBLE CHOICE

STEMILT'S KYLE MATHISON
OTA'S ORGANIC FARMER
— OF THE YEAR —



Stemilt
CELEBRATES **50** YEARS
1964-2014

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**REDUCE
REUSE
RECYCLE**

mission: recycle



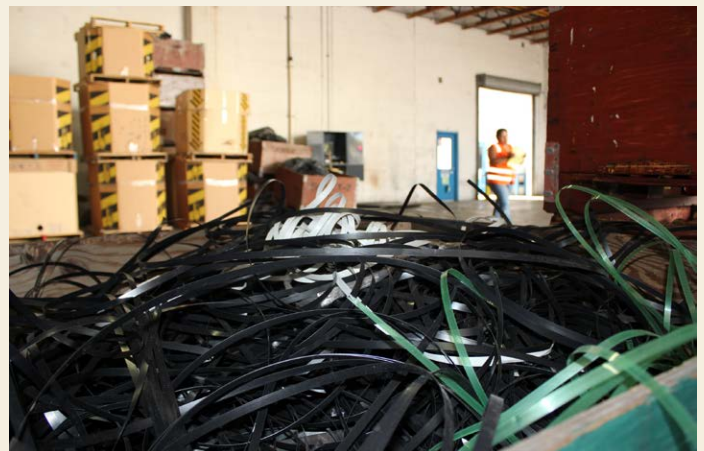
Bill Redmon lives the saying “one man’s trash is another man’s treasure” day in and day out. As the recycling coordinator at Stemilt, his job is to sort through and sell all of Stemilt’s recyclables, and manage a huge inventory of used parts and equipment. Every day brings something different, and virtually everything passed onto the recycling shop is recycled or reused. In fact, Bill only has one dumpster at his disposal to send trash to, and that dumpster is only emptied once a week.

There’s more than meets the eye when it comes to managing a company’s recycling program. In addition to sorting through the recyclables, Bill must track the volume and dollars associated with what comes in and goes out, monitor material pricing, coordinate pick-ups, educate others in the company about what is recyclable and what is not, and much more.



“A successful recycling program is all about knowing and communicating the details,” said Redmon. “For example, cutting fittings with solder off copper piping and only sending 100% copper to recycling increases our return. Communicating knowledge like this through the system makes us more efficient and brings in greater value to the company.”

At Stemilt, recycling starts at the packing plant, where bins are reserved and clearly marked for a variety of recyclables, including: culled fruit (rot), leaves, cardboard, plastic, paper, and metal. Full bins of green waste are taken to Stemilt Hill to be composted and eventually applied as fertilizer to trees, while the rest of the bins, and used light bulbs, batteries, and oil, are delivered to the recycling shop to be sorted and sold by Bill. The volume of materials being recycled varies by week and month, but it's not uncommon for Bill to fill a whole truck of one material.



sustainability

recycling by the numbers

(January – July 2013)

200,000

Pounds of plastic recycled

181,433

Pounds of scrap metal recycled

1,580

Pounds of copper recycled

800

Pounds of aluminum recycled

1,041,190

Pounds of cardboard recycled

18,140

Pounds of newsprint/paper recycled

\$103,000

Value of parts and equipment
sold and shipped by Stemilt

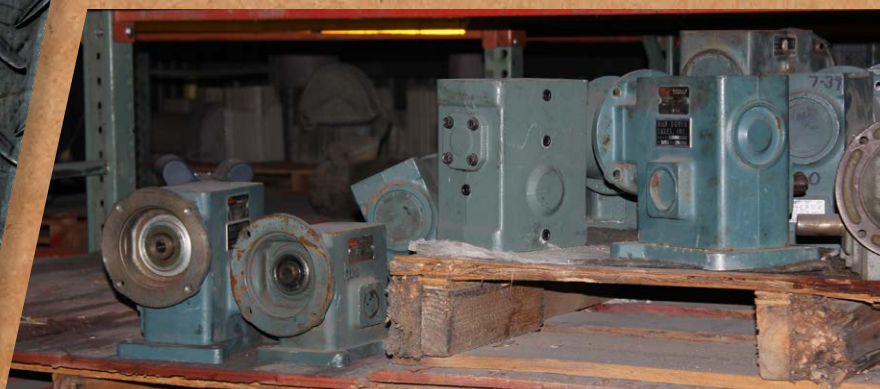
REDUCE
REUSE
RECYCLE

"Stemilt just sent 40,000 pounds of plastic on a truck to be recycled. It was the fifth large load of plastic we recycled this year," said Redmon.

Between January – July 2013, Stemilt recycled 200,000 pounds of plastic, 181,443 pounds of scrap metal, 1,580 pounds of copper, and 800 pounds of aluminum. The company has a partnership with its local fiber tray manufacturer, Keyes Packaging, to take all of its cardboard, newsprint, and paper in order to regenerate the recycled materials into molded trays used in packing Stemilt apples. Stemilt has sent them 1,041,190 pounds of cardboard and 18,140 pounds of newsprint/paper year-to-date. Stemilt supplies Keyes with 25% of the recycled materials needed for their entire apple tray production, and 51% of Stemilt's annual need for fiber trays comes from the recycled materials it supplies Keyes.

According to Steve Hisel, director of operations at Stemilt, reusing materials and equipment also holds high value for companies and is a large part of Bill's job and Stemilt's recycling efforts.

The examples of reusing are vast at Stemilt. Recycled oil is used to heat the shop where Stemilt trucks are tuned and repaired. Conveyor belts from dismantled packing lines are kept until they are needed for a new installation. And a variety of used parts, such as motors, pumps, and valves, are on hand for packing line mechanics to use when there is a need. Stemilt also has a website to sell used parts and equipment to other companies.



“

A successful recycling program is all about knowing and communicating the details.

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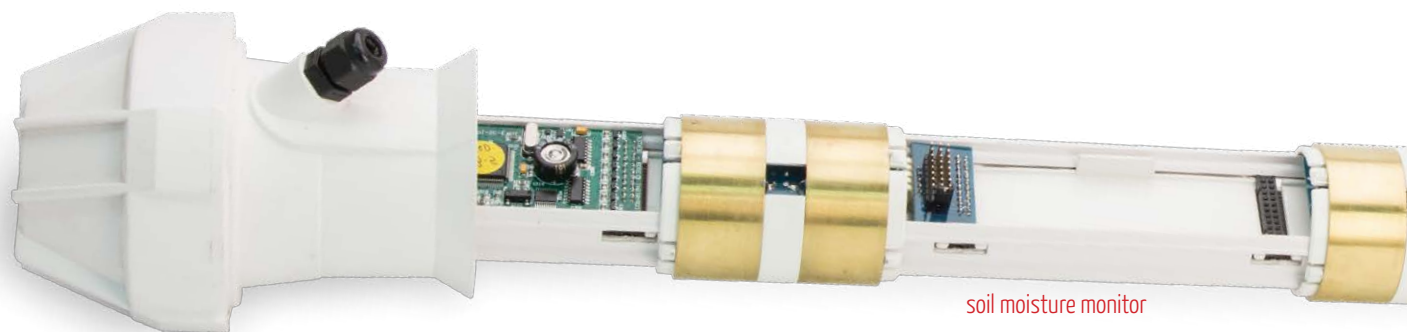


All green waste is collected and recycled to make World Famous Compost.

The advantage in cataloging used parts and equipment is knowing what is on hand when the need for a particular item arises. Stemilt disposes very little and isn't immediately forced to buy new parts or equipment, delivering great value to the company in both the environmental and economic sense.

“Our robust recycling program is very much in line with the mission of our sustainability and social responsibility program, Responsible Choice. We are progressive and aggressive at recycling and reusing because it is the responsible thing for a business to do,” said Hisel.





computerized irrigation

To the naked eye, it doesn't look like much at all, but the small wire poking out of the orchard soil at Stemilt's orchards in Quincy, WA, and the probe it attaches to, is actually full of intelligence. The wire connects to a probe that has been installed underground, and together the instruments transmit data about the soil wirelessly to a software program. Stemilt's area managers can access the program to monitor the soil temperature and moisture levels at any given time in order to make decisions on how and when to water the orchard.

The state-of-the-art irrigation monitoring technology was introduced at Stemilt three years ago, and has transformed the way the company collects irrigation data. Rather than collecting data manually at each site once per week, the new system automatically supplies real-time data every two to three minutes, and houses it virtually so that the information can be accessed anywhere and anytime.

According to Dale Goldy, assistant general manager at Stemilt's orchard management company, Stemilt Ag Services, the new monitoring technology has helped maintain moisture levels in order to not over or under irrigate.





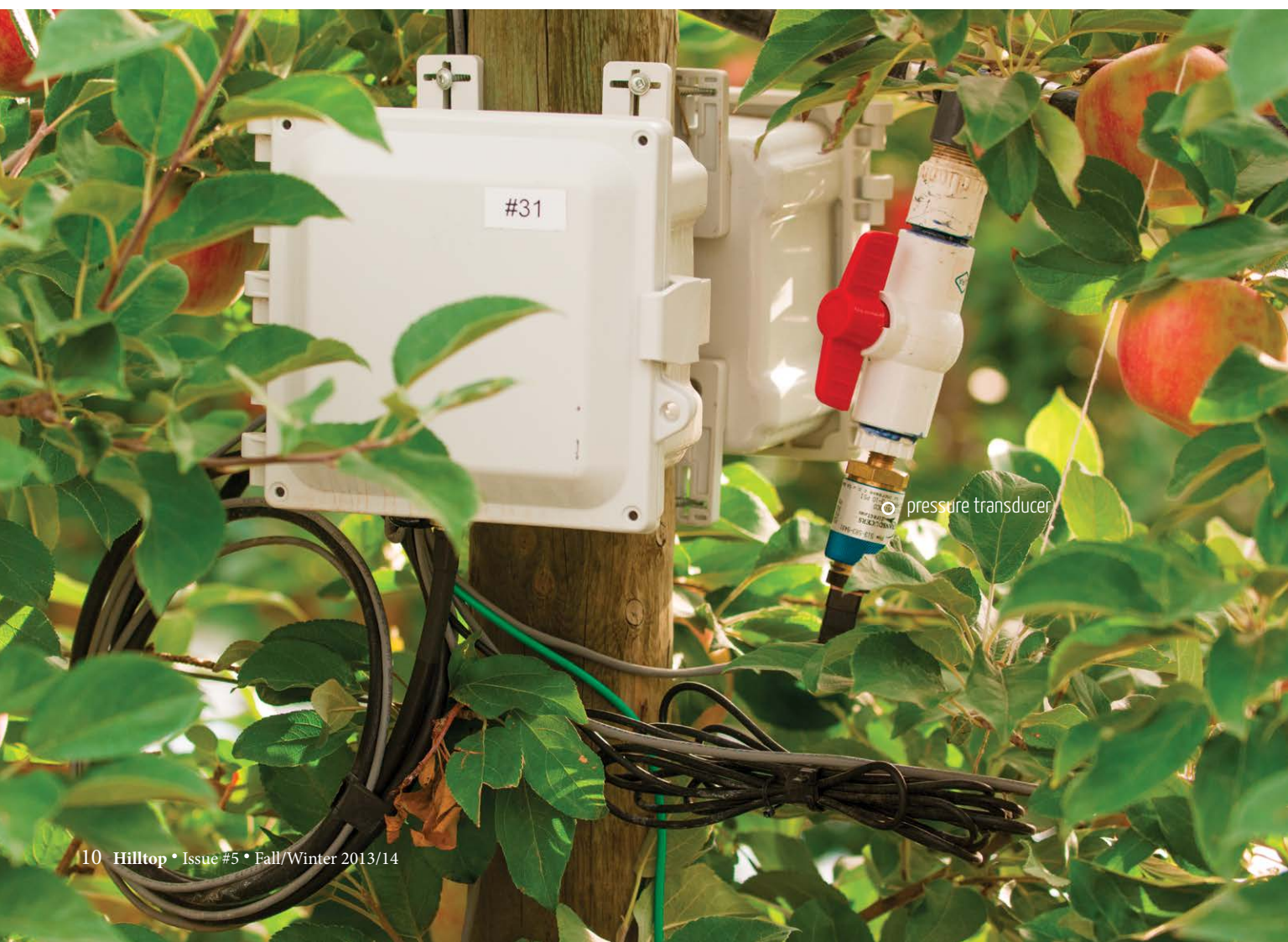
"Soil moisture is measured every six inches underground, which allows us to watch the water closely in order to ensure that both water and fertilizer stay within the tree's root zone. Pushing water or fertilizer past the root zone does nothing for us and adds costs," Goldy said.

The temperature of the soil is another measurement that is collected regularly. Data from this measurement helps determine when to run overhead cooling, and also when to run an irrigation set. A pressure transducer off the dripline tracks when the system is charged and running.

"The data provides us with intelligence on when and where to water, and also tells us that a water set went as we planned," said Goldy. "It also helps us address any soil or watering problems that may arise almost instantaneously."

Stemilt is still realizing the benefits of the monitoring system and software, but is already planning to implement the technology in any new orchard planting or remodel in the future. The company continues to collect manual data at orchards that do not have the technology in place.

.. • leaf wetness sensor



○ pressure transducer

The technology is also proving to help boost tree health.

“By looking at and evaluating data more frequently, we’ve been able to achieve consistency in soil moisture levels, meaning that the soil is never too dry or too wet. Tree growth has become more consistent across an orchard block, which helps us in our ongoing goal of producing a better tasting piece of fruit,” said Goldy.

Stemilt hopes to automate the entire system in the future, and is also working to integrate the software on mobile devices so that staff can access and control it from their Smartphones.

“They say ‘knowledge is power’ and with this technology, that is certainly the case,” Goldy said. “It has revolutionized soil monitoring in our industry by providing us with the tools we need to make intelligent decisions in regards to irrigating orchards.”



overhead cooling



drip irrigation



pear & oatmeal boats

Sail through gentle seas during breakfast with this delicious Lil Snapper Pear & Oatmeal Boat. It's the perfect kid-size vessel of morning cheer.

Ingredients

2 Lil Snapper Kid Size Pears
1 cup water
Pinch kosher salt
1/2 cup old-fashioned oats
1/8 teaspoon ground cinnamon
1/4 cup 2% milk
Granulated sugar or agave, to sweeten, as desired
Golden raisins or dried cranberries, to top, if desired



Procedure

Working with one pear at a time, place pear on cutting board, (properly, with stem up). Cut away approximately 1/3 of pear's side, just to the side of stem, parallel to core, to create "boat" base. Using a teaspoon or grapefruit spoon, gently core out center of pear. Repeat with second pear. Set pears aside.

In a small pot, heat water and salt to boil. Add oats to water, reduce heat to low and simmer, stirring occasionally, for approximately 5 minutes, until water is absorbed. Remove from heat. Add milk and cinnamon to oatmeal and mix well. Add a pinch of sugar or agave to sweeten, if desired. Fill pear boat with generous spoonful of oatmeal. Dust with additional cinnamon and a sprinkle of golden raisins or dried cranberries, if desired. Serve immediately.

Note: Ripened pears work best in this presentation, allowing for easy scooping of fruit flesh.

Nutritional Information (per serving)

Calories 184 (15.2% from fat); Fat 3.1g (sat 0.4g, poly 0.5g, mono 0.7g); Protein 4.7g; Carbohydrates 40.4g; Fiber 6.7g; Sugar 18.4g; Cholesterol 2.4mg; Potassium 82mg; Sodium 94.4mg.

Makes two servings

Prep Time: 10 minutes

Recommended Varieties: Bartlett, d'Anjou

Lil Snappers™

kid size fruit



Lil Snappers™

kid size fruit

Tasty, snappy, and perfectly sized
for the lil ones in your life



The Lil Snappers world of kid-sized fruits is growing and changing. Last fall, Stemilt and Sunkist announced a new partnership that brought another kid favorite – Sunkist citrus – to the trademarked Lil Snappers line of products, and, this fall, new items have been added to the Lil Snappers line. Lil Snappers are kid-sized apples, pears, and citrus packaged in convenient, resealable 3-pound pouch bags.

“Lil Snappers is a great item for the produce department as it provides parents with a convenient and healthy item to give their kids. Fruit is the top snack item among kids, and apples, pears, and citrus all fall in the top 10 fruits in the produce category. Bringing the three fruits together under one great brand for kids allows us to bring Lil Snappers to additional homes across the country,” said Roger Pepperl, Stemilt marketing director.

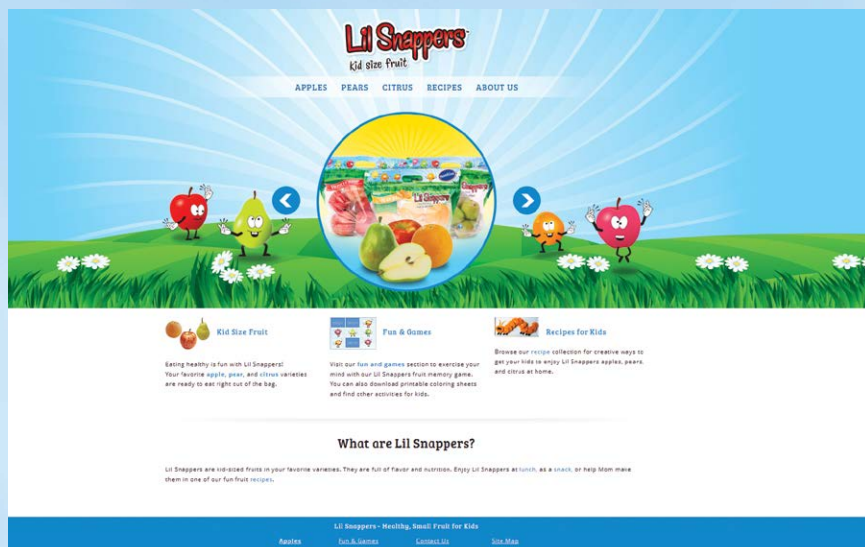
Stemilt and Sunkist began jointly marketing Lil Snappers in October 2012. The first year of the partnership was a busy and effective one for the two companies, with the launch of a consumer website, five varieties of Sunkist citrus, and an award-winning mixed variety bag that includes Stemilt’s Gala apples and Sunkist Navel oranges.



The consumer website, www.LilSnappers.com, launched in January 2013 and introduces parents and kids to healthy and flavorful Lil Snappers by providing basic facts about each variety of Lil Snappers, nutrition information, and delicious recipes that appeal to kids. A farm-to-fork section tells consumers where Stemilt and Sunkist grow their respective fruits, and also how the two companies came together to market Lil Snappers. The site also has a fun and games area just for kids, complete with a matching game and coloring sheets.

"The website speaks to and appeals to kids, but is also a place for parents to learn all about healthy Lil Snappers. We look forward to expanding Lil Snappers into more digital spaces, including social media, in the coming year," said Pepperl.

The excitement around Lil Snappers won't slow down in the second year of the Stemilt-Sunkist partnership. Stemilt recently launched two new varieties – Bosc Pears and Red Pears – to the Lil Snappers line, bringing the total number of pear varieties offered to four. Marketing Lil Snappers directly to consumers will be a focus in 2013 and onward, and both companies will continue to make merchandising pieces like pop-up display bins, available to retail partners.



"Lil Snappers are such a fun item to bring into the produce department. The grab-and-go bag gives today's parents the convenient and healthy package they desire, while the size and flavors of the fruits are perfect for kids. Lil Snappers encourage kids to eat more servings of fruit each day, and will hopefully build many fruit enthusiasts for the future," said Pepperl.

For more information about Lil Snappers, contact your Stemilt or Sunkist Sales Representative. Stemilt handles sales of apples, pears, and the mixed variety bag, while Sunkist handles all citrus.



Progressive Grocer named the Lil Snappers Gala apple & Navel orange mixed variety bag the Best New Product for their annual Editor's Pick Awards. The publication announced the winners in the August 2013 issue.



bringing up the best apples

Better color and more complex flavors.

Earlier to harvest.

New and exciting.

These are just a few of the things that Stemilt looks for when choosing a new strain or variety of apple to plant. According to Dale Goldy, assistant general manager at Stemilt's orchard management company, Stemilt Ag Services, the company is constantly researching new apple genetics in order to bring up the best apples. Stemilt is investing in new strains of Fuji, Gala, and Pink Lady to enhance the appearance and increase the storability of these varieties, and is aggressively planting the consumer favorite Honeycrisp. The company also hopes to follow up on the success of trademarked varieties, Piñata!® and SweeTango®, by continuing to test new varieties to bring to market in the future.



“

It takes 4-5 years to produce a marketable crop after planting a tree, which means we must focus on growing the varieties of tomorrow, today.

”





Aztec Fuji

Consumers buy with their eyes, which is why growers of bi-colored apples like Gala and Fuji are seeking strains that produce a full red blush. Stemilt is emphasizing Aztec, a high color strain of Fuji, in its new plantings or any replanting of existing orchards. The trees are still in their infancy, but will produce significant crops and become part of Stemilt's industry-leading Fuji program in the next four to five years. New strains of Gala and Piñata® apples with a full red blush are also part of Stemilt's planting plans in the future.

Stemilt is also looking at new strains of popular varieties, like Fuji and Pink Lady® brand apples, in order to extend the availability window of the fruit. Just as the name implies, September Fuji is a strain of Fuji that ripens in September and is ready to eat right off the tree. Most of Stemilt's Fuji apples are harvested in October, but this early variety allows the company to start the season sooner, and along with enhanced storage protocol, has helped Fuji become a year round apple variety in recent years. Early strains of Pink Lady are also desirable since that variety is the last to harvest in Washington State, and growers are often racing the clock to harvest the fruit before cold weather arrives.



Gala

"In cherry genetics, we usually look for varieties that can extend the season, but in apples, early-to-ripen varieties are very desirable from both an availability standpoint and a harvest standpoint. Getting apples off the tree before fall weather sets in is very important," said Goldy.

Not surprisingly, consumer demand plays a huge role in the new and exciting varieties that Stemilt takes to market. The success of Honeycrisp apples in the marketplace has led the company to take an aggressive planting approach to this variety, while newcomers like Piñata and SweetTango are also on the rise. Stemilt holds the rights to market Piñata in the United States, and is part of the Next Big Thing™ cooperative that has taken SweetTango®, the Honeycrisp successor, to market.

Of course, there are also a few "surprises" in the ground at Stemilt's experimental test blocks. New variety development is a huge focus at Stemilt, even if it is something that the company cannot always talk openly about.

"Apple genetics are constantly changing and Stemilt is committed to being on the forefront of the latest and greatest. Bringing up the best apples is a combination of looking into what will be successful in the future, and growing today's varieties with the best qualities and flavors to continue to develop lifelong apple consumers," said Goldy.



apples: tasty, healthy & fun

Stemilt is helping retailers achieve Fruits & Veggies—More Matters® Role Model status through its new “Tasty, Healthy, and Fun” More Matters promotion for apples.

As a long-time supporter and Industry Role Model of Produce for Better Health Foundation and their More Matters campaign, Stemilt created the new apple promotion in order to educate consumers about apples at the point of sale, and to help retailers’ tie-in with the popular More Matters logo.

According to Stemilt marketing director Roger Pepperl, the “Tasty, Healthy & Fun” promotion blends Stemilt apples with the popular More Matters logo in a kid-centric campaign that also appeals to moms.

“Combining apples and More Matters in one promotion is a win-win for reaching both kids and Moms. Apples are one of the top fruits among kids and PBH-sponsored research tells us that 78% of Gen X Moms and 72% of Gen Y Moms are more likely to purchase fruit due to the More Matters logo influence. Moms appreciate More Matters, seeing it as a reminder to eat more fruits and vegetables,” said Pepperl.



Stemilt created three different themes for the promotion in order to provide retailers with apple promotion options for the entire season. The design elements are similar for each, but the messaging is unique and clear. Each theme fits a standard 11x7 POS sign.

TASTY



The “Tasty” theme focuses on the flavor profile of different apple varieties, including: Pink Lady, Gala, Red Delicious, Granny Smith, Fuji, Braeburn, Honeycrisp, and Golden Delicious. Rotating through the signage as part of a robust Apple of the Month program is recommended with this theme.

HEALTHY



The “Healthy” theme focuses on the health attributes of apples in order to educate shoppers. It states approved health claims for apples like “high source of dietary fiber.” This theme can be used when promoting any apple variety, or multiple varieties at a time.

FUN



The “Fun” theme provides shoppers with creative and healthy ideas for using apples at home. It also includes a link to make Stemilt’s simple recipe for Apple Smiles.

In addition to providing signage, Stemilt will support participating retailers throughout the promotion in order to make them eligible for PBH Retail Role Model status.

“
Stemilt is a proud supporter of More Matters
and wants others to join us.
”

“Stemilt is a proud supporter of More Matters and wants others to join us,” said Pepperl. “We can help retailers achieve each of the steps involved in obtaining Role Model status through the ‘Tasty, Healthy & Fun’ promotion. We have creative ideas – like holding a Twitter party – in order to help retailers spread the More Matters message to shoppers.”

The “Tasty, Healthy & Fun” promotion received a nod of approval from PBH as well.

“Stemilt Growers has supported PBH and our mission to increase fruit and vegetable consumption in a variety of ways for many years. The ‘Tasty, Healthy & Fun More Matters’ promotion is a terrific example of their recent support,” said Elizabeth Pivonka, Ph.D., R.D., president and CEO of PBH. “The promotion is a creative and easy way for retailers to promote and sell more apples while earning credit towards their 2013 Fruits & Veggies—More Matters® Champion and Role Model status.”

Stemilt’s “Tasty, Healthy, and Fun” promotion ties in well with Apple Rama’s or any kid-centric ad formats, Pepperl added. For more information, contact your Stemilt Representative.





WORLD FAMOUS PEARS



Stemilt
CELEBRATES **50** YEARS
1964-2014

kale & spinach chop salad

with Piñata apples

Serves 4

Ingredients

6 cups loosely packed, roughly chopped fresh kale, center ribs removed (approximately 5 to 6 large leaves)
 4 cups loosely packed, roughly chopped fresh baby spinach (approximately 4 ounces)
 2 Stemilt apples, cored, cut into 8 wedges and thinly sliced (about 3 cups sliced)
 2 cups shredded carrot (approximately three 6"-7" carrots)
 ½ cup thinly sliced green onion (approximately 2 large green onions)
 1 cup thinly sliced celery (approximately 2 medium stalks)
 ½ cup thinly sliced radish (approximately 6 to 8 small radishes, halved and sliced)
 2 cups roughly chopped dry roasted, unsalted almonds
 1 cup dried cranberries

For Vinaigrette (makes approximately ½ cup):

4 tablespoons good balsamic vinegar
 4 tablespoons freshly squeezed orange juice (1 or 2 navel oranges, divided)
 2 teaspoons apricot jam
 ½ teaspoon tamari
 2 teaspoons honey
 4 tablespoons extra-virgin olive oil



Procedure

Whisk balsamic vinegar, 4 tablespoons freshly squeezed orange juice, apricot jam, tamari, and honey in a bowl, until just combined. Add in olive oil and whisk to incorporate. Set aside.

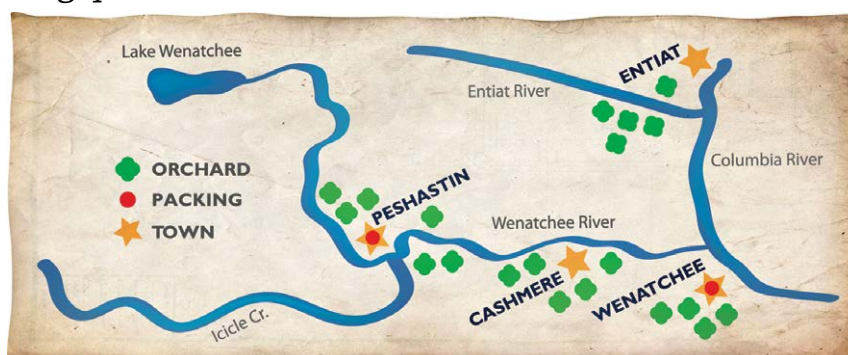
Place chopped kale in a large bowl. Add approximately 2 to 3 tablespoons of vinaigrette to kale and “massage” dressing into greens with clean hand for 1 minute. (This will help “tame” and soften kale.) Place sliced apples in a small bowl and squeeze juice from remaining navel orange over top; toss to incorporate. A touch of citrus keeps the apple flesh white. Set apples aside while you chop other fixings.

Add spinach, apples (drained), carrot, green onion, celery, and radish to kale. Lightly dress salad with vinaigrette, as preferred. Toss greens to fully incorporate vinaigrette. Add almonds and cranberries to greens and toss a few more times to just incorporate. Serve immediately.



pear merchandising

Stemilt pears are plentiful this year, and so are the merchandising options for the fruit. Together with its pear partner, Peshastin Hi-Up, Stemilt grows pears in two renowned locales – the Wenatchee River Valley and Entiat River Valley. The two locales run parallel to each other and are surrounded by alpine mountains that provide a cooler climate and high-quality airflow, both key ingredients in growing pears with world famous eating qualities.



According to Stemilt marketing director Roger Pepperl, volume is up this year in the two Wenatchee pear districts, while other growing regions that help make up the Northwest pear industry are down.

“It’s going to be a great year for Stemilt pears,” said Pepperl.

“The fruit is large in size, clean, and has incredible eating qualities.”



The fall and winter is prime time for running large pear promotions, and Stemilt has a variety of merchandising options to offer retailers this year, including two new additions to its trademarked Lil Snappers line of kid-sized fruits and an eye-catching pop-up display bin.



Bosc and Red Pears Join Lil Snappers

Two tasty pears have joined Stemilt's trademarked line of kid-sized fruits, Lil Snappers.

Bosc, a russet skin pear, and Red Pears, are available in the 3lb. Lil Snappers pouch bag that's proven to be widely popular among parents. The two new items join Bartlett and d'Anjou to bring the total pear varieties offered as Lil Snappers to four.

"With Lil Snappers, we've focused on introducing flavors that kids will enjoy. Bosc and Red Pears have the sweet flavors that appeal to kids, and the size will be just right for them, too. Lil Snappers are great for in-and-out promotions," Pepperl said.

Stemilt has pop-up display bins for Lil Snappers promotions, and the bags ship in a display-ready carton.



Popular Pop-Up Display Bin Returns

Stemilt's "World Famous Pears" pop-up display bin is back by popular demand this year. The bin features large images of several pear varieties over an orchard scene, and is perfect for building secondary displays during large pear promotions. The side of the bin features the Mathisons, who own and operate Stemilt, in order to help tie the fruit back to the land. It also features QR codes and social links for shoppers to learn more about Stemilt pears.

"These eye-catching display bins are ideal for Pear-a-Rama's or Pear Fests this fall and winter. December is also National Pear Month and a great time to show the holiday appeal of this fruit. It's a great season to attract new pear consumers and build the category," said Pepperl.

For more information about Stemilt's pear program, contact your Stemilt Representative.

pear health

High Fiber Fruit

A medium size pear has a whopping 6 grams of dietary fiber in it! This represents about 24% of the daily value for fiber. It is recommended that adults consume between 21 and 28 grams of fiber per day. Fiber is known for helping lower cholesterol, and reducing the onset of chronic diseases like cancer and heart disease. It also aids in weight loss and promotes digestive health. The skin of the pear contains the majority of its fiber, so skip peeling!

A Heart Healthy Food

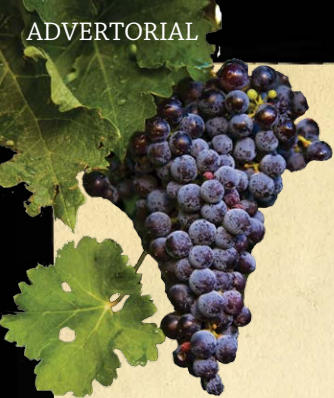
Heart disease is the leading cause of death in the United States. A diet rich in fruits and vegetables helps fend off heart disease. Additionally, the fiber, vitamin C, potassium, and antioxidants in pears can aid in heart health. Pears are also free of fat, cholesterol, and sodium.

Pears & Lung Health

The fiber in pears also helps your lungs! In a study of nearly 16,000 middle-aged adults, increasing dietary fiber was linked to reduced airway inflammation and improved lung function. The antioxidants in pears can help fight free radicals, which attack the body's cells and cause chronic diseases, like lung disease.

The Healthy Choice

Not only are pears packed with nutrition, but they are also a low calorie snack. One medium size pear has just 103 calories, making it the perfect snack choice for any time of the day. That same sized pear also contains 1 gram of protein, 212 mg of potassium (6% DV), and is a good source of vitamin C (12% DV).



Stemilt Creek Winery

We love our Wine Club Members!



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:

winery@stemiltcreekwinery.com*

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

Please contact us at winery@stemiltcreekwinery.com for availability in your state.





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. Jan Mathison, our winemaker, lovingly crafts the wines 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.



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!

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 this 2nd vintage of "Boss Lady" with sturdy tannins, toasted oak, and full flavor finish. Enjoy a sip and let your taste buds tango.

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. This 2nd vintage of "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.

6 ways to bring produce into social media

Social media continues to be among the hottest topics in business today. Here at Stemilt, we've found social media to be an effective and easy outlet for delivering information about our fresh fruits with consumers. Here, our social media guru, Brianna Shales, shares 6 ways for bringing produce into social media at your company.

facebook.com/stemilt



1) Get Included on Facebook: Share updates from your produce department on your corporate Facebook page. Plan updates to introduce a new or seasonal product, or share hot buys on a weekly basis. A simple photo with a brief description of a grower or growing locale makes great content in order to connect produce back to the land.

twitter.com/Stemilt



2) Host a Twitter Party: These 30-minute to one-hour-long events on Twitter are a great way to connect with consumers. A host moderates conversation by posing questions to the audience and then following up on answers. A Twitter party is essentially a live group chat that is great for exchanging ideas. Everyone in the party uses the same hashtag (I.e. #FreshStem) in order to follow along. An "ask the produce expert" Twitter party would be great for connecting with your most loyal shoppers, and answering top questions on produce.



3) InstaProduce: Instagram is a rising social media site where people interact by posting pictures with hashtags (#ILoveApples). Start a hashtag for your produce department to instantly show shoppers your fresh products and hottest buys. Be sure to follow up with any consumer questions or comments on the pictures.

pinterest.com/stemilt



4) Create a Pinterest Board: This growing social site is all about visual appeal and a huge traffic driver to websites. Make sure produce is represented with a board that's filled with fresh recipes and product inspiration. Your shoppers will love it!

youtube.com/user/Stemilt



5) Film a YouTube Video: Answer some of the most common consumer questions by filming short, how-to videos and getting them posted on your company's YouTube channel. There are endless questions related to selecting, storing, and using fresh produce that consumers want to know the answer to.



6) Be a Guest Blogger: Blogs are a great way to communicate the story behind a fresh produce item. If your company has a blog, volunteer to become a guest contributor in order to share what's in season in produce with your shoppers.



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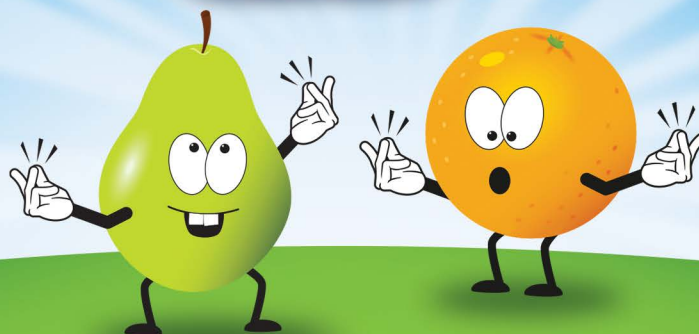
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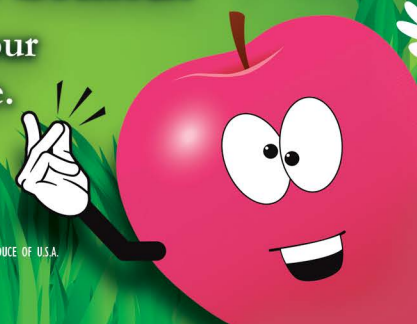
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