

News from the Global Trade Experts

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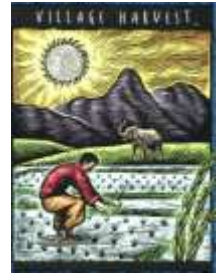
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Village Harvest Fully-Cooked Frozen Whole Grains at the NY Gourmet Show



**LEVEL 3
BOOTH #2370**

Otis McAllister is pleased to be showcasing the new line of **Village Harvest Fully-Cooked Frozen Whole Grains** at the **Summer Fancy Food Show in New York City, June 28-30th**. Fully-cooked frozen whole grains is a brand new category and Otis McAllister is proud to be at the forefront in providing a variety of top-quality, fully cooked, frozen whole grains. Chef Shawn Hubbell will be also present during the show to demonstrate how to prepare easy, fast and delicious recipes using the Village Harvest products from both the fully-cooked frozen and imported specialty lines. A Culinary Institute of America graduate, Chef Hubbell received further training in 3-star Michelin-rated restaurants in both Spain and New York. **Be sure to stop by and check out our Village Harvest products on Level #3, Booth #2370.**



Old trade show booth



New freezer-equipped booth

Otis McAllister in the Community

Otis McAllister partnered with S. Martinelli's & Co. to sponsor a Celebrating Military Children Event at Fort Ord Community Commissary in Monterey, CA. There were 1,400 military children accompanied by parents attending the event, whose purpose was to celebrate military children and help to promote the development of healthy eating habits.



- United States
- Canada
- Mexico
- Dominican Republic
- The Bahamas
- Jamaica
- Aruba
- Trinidad
- Bermuda
- Guatemala
- El Salvador
- Belize
- Honduras
- Nicaragua
- Costa Rica
- Panama
- Netherlands Antilles
- Colombia
- Venezuela
- Guyana
- Suriname
- Brazil
- Ecuador
- Peru
- Bolivia
- Chile
- Argentina
- Angola
- Iceland
- Norway
- Sweden
- Finland
- Denmark
- The Netherlands
- Germany
- France
- Spain
- Portugal
- Italy
- Switzerland
- Greece
- Turkey
- Lebanon
- United Arab Emirates
- Saudi Arabia
- Russia
- Japan
- South Korea
- China
- Hong Kong
- India
- Thailand
- Vietnam
- Malaysia
- Indonesia
- The Philippines
- Fiji
- Tahiti
- Australia

Otis Team Members Traveling the Globe

Pictured right, Australia: Graciela Beck represented Otis McAllister at the 9th World Canned Deciduous Fruit Conference in Shepparton, Australia this past March. Representatives from Argentina, Australia, Chile, Greece, South Africa, Spain and the US were present. Nigel Garrard, departing GM of SPR Ardoma, noted four opportunities for the industry to focus on, specifically to capitalize on the health trend and to promote fruit as part of the breakfast *and* dessert menus. Attending as the U.S. delegation were California Cling Peach Board Chairman Sarb Johl, Board Member Rick Zolezzi, Monte Griffith of Del Monte Foods, and CCPA President Rich Hudgins. Observers from California included Fred Baker of Seneca Foods Corporation, CCPA Board Members Sarb Thiara, Norm Kline and Kulwant Johl.



Pictured right, June: Coincidentally, Graciela's June trip to Panama City coincided with Jose Maria Gonzalez's vacation in Panama. Otis McAllister's agent in Caracas Venezuela. Jose Maria is celebrating thirty years as Otis McAllister's Venezuelan agent.



Pictured left, Monterey, CA: Don Spilman was an honorary participant in the ribbon cutting ceremony at the Grand Re-Opening of the Fort Ord Community Commissary in Monterey, CA. Presidio of Monterey Garrison Commander Colonel Darcy A. Brewer presented Don with a military coin for his work with the Military Resale System and DeCA patrons.

Pictured below, Thailand: Jimmy Bailey and Don Spilman were invited by the Thai government to participate in a Trade Mission and Culinary Tour this past May.



VILLAGE HARVEST

Village Harvest Frozen Whole Grains Now Available at the following LA Area Costco warehouses!

- Tustin (@ 2655 El Camino Real)
- Tustin (@ 2700 Park Avenue)
- Fountain Valley
- Yorba Linda
- San Luis Obispo
- Laguna Niguel (@ 27972 Cabot Road)
- Azusa
- San Jan Capistrano
- La Quinta
- Cypress
- Canoga Park
- Simi Valley
- Irvine
- Torrance
- Van Nuys
- Northridge
- Hawthorne
- Westlake Village
- Signal Hill
- Culver City
- Burbank
- Laguna Marketplace (@ 27220 Heather Ridge)

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Ongoing U.S.-Mexico Trucking Dispute

On March 18th in response to the U.S. government's decision to forego renewal of the NAFTA Pilot Truck Program, the Mexican government took retaliatory measures and imposed import duties of 10% – 20% on ninety different U.S. products (primarily agricultural). Many of the items which are now subject to these retaliatory Mexican duties have a direct impact on the California Agribusiness, such as almonds, juices, wines and fresh produce. Secretary of Transport Ray LaHood has designed and submitted a proposal for the White House to review. To date, there has been no official response.

La Sirena Team Presents Awards to EMD Sales

This year, La Sirena partnered with EMD Sales of Maryland to promote the first annual La Sirena Lent Incentive Contest. La Sirena and Otis McAllister awarded a cash bonus to whoever reached a pre-determined sales goal by the end of Lent Season. In May 2009, the La Sirena team travelled to the East Coast to personally deliver the awards to EMD Sales' top sales representatives for record sales during the Easter Season!



News from the Global Trade Experts concludes with an ad from the La Sirena Tuna marketing campaign recently launched in Panama.

"The tuna preferred by the experts" on the back of a bus in Panama City.