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Who says you can't market directly to consumers in the produce industry? Yes, the trade buyers are still the ultimate decision-makers in determining whether to carry a certain item, but consumers are also important recipients of effective marketing campaigns. Some brand marketers, such as the Idaho Potato Commission, Litehouse Foods and the Vidalia Onion Committee, chose to focus their outreach on children, knowing that kids have quite a bit of influence over the primary household shoppers. Regardless of who the intended audience was, 13 out of 17 winning entries had a major consumer outreach component.

Social media was an important focus as well, with 10 out of 17 winning entries using the Web as an integral part of their promotions. Whether that translated into fully developed Facebook and Twitter pages, as in the case of Dole Fresh Vegetables and Earthbound Farm, or original videos posted on YouTube, like those created by The Avocado Producers and Exporting Packers Association of Michoacán (APEAM) and the National Mango Board (NMB), these organizations recognized that for a campaign to be a success, it must take on a life of its own and go viral.

PRODUCE BUSINESS is pleased to recognize the following Marketing Excellence Award winners, listed in alphabetical order by company, for their ingenuity and service to the produce industry.

2010 WINNERS

The Avocado Producers and
Exporting Packers Association
of Michoacán

California Giant Berry Farms

Columbia Marketing
International Corp.

Dole Fresh Vegetables

Earthbound Farm

Idaho Potato Commission

Litehouse Foods

National Mango Board

Ocean Mist Farms/Wegmans

Pandol Brothers Inc.

Tanimura & Antle

University of Massachusetts

Vidalia Onion Committee

NATIONAL MANGO BOARD

Orlando, FL

Holiday with Latin Flair

OBJECTIVE: To encourage consumers to use mangos year-round by focusing on a non-traditional mango season.

CAMPAIGN: Holiday recipes were presented beginning in May with a television segment featuring Ingrid Hoffman demonstrating a mango recipe at the Food & Finance High School in New York City. Other holiday recipes were presented in videos including Mango Holiday Dip, Mango Coconut Rice and Merry Mango Flan. In addition to the recipe, tips about preparation, storage and use were included in the videos, which were promoted on the NMB Web site, Facebook, Twitter and YouTube. Every time the video was viewed online, the NMB donated \$1 to the Food & Finance High School. In addition to the video, the NMB hosted editors from some of the major national consumer publications for a luncheon with Ingrid Hoffman at the high school.



RESULTS: The campaign garnered 35,801,320 impressions, totaling 320 impressions per dollar spent. Mango coverage was included in a number of publications, including *Prevention*, *Bon Apétit*, *Cooking Light*, *Food Network Magazine* and *Real Simple*, among others. The Food and Finance High School received a check for \$5,000 from the NMB.