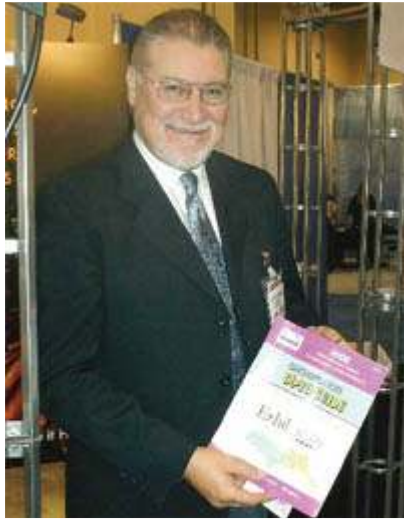


FMI 2008 gets mixed reviews



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David Gutzalenko, international marketing representative for Miatech,

Inc., posing with an ECN SHOWFLOOR

GO-TO GUIDE.



Left to right: Vic Trutanich; Vic's daughter, Rista Trutanich; and Bob Colt of Totally Organica

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been very quiet.”

Gutzalenko's company manufactures misting systems to keep fruits and vegetables fresh in grocery stores. He pointed out the difference between two sets of vegetables displayed from the beginning of opening day, one of which had been under a misting system and one that hadn't.

“The vegetables that have been under the misting system look fresh and healthy while the others look wilted and have lost their color,” he said. “For the consumer, this means a difference in quality. The vegetables that were misted keep the vitamins that are good for

LAS VEGAS – The Food Marketing Institute (FMI) Show was held May 4-7 at the Mandalay Bay Convention Center in Las Vegas.

FMI is the largest supermarket industry showcase of new products, services, education, industry relations and business opportunities in the United States and all over the world for approximately 1,500 food retailers and wholesalers.

According to FMI's official Web site, FMI's U.S. members operate about 26,000 retail food stores that have a combined annual sales volume of \$680 billion, comprising three-quarters of all retail food store sales in the United States. FMI's retail membership is composed of large multi-store chains, regional firms and independent supermarkets. Its international membership includes 200 companies from more than 50 countries.

Attendee comments David Gutzalenko, an international marketing representative for Miatech, Inc., said he was disappointed by the turnout and didn't see as many people as he expected.

“It was a good-quality show, but not many people were there,” said Gutzalenko, who spoke to ECN near closing time on the last day. “We got some good leads, though. On the first day there was a good amount of people, but not so much the second day, and today, the final day, has

you while the vegetables that were left out are already dehydrated.

He said misting can prolong the life of fruits and vegetables for three to four days, which means a longer shelf life for retailers as well as fresher produce for consumers. “That difference means a bit of savings for the retailer as well,” Gutzalenko said.

Vic Trutanich, president of Las Vegas-based Totally Organica, was at FMI to promote his company’s unique beverages.

He said FMI attendees “got quality, not quantity.”

“There weren’t a lot of middle-of-the-road buyers, but there were executives of chains who let us know who to contact at their companies,” he said, adding that Totally Organica offered the first flavored sparkling water to be certified as organic by the USDA and that the Rabbinical Association has certified the company’s sparkling water as meeting kosher requirements.



Cheryl Picken showing some of Beaumont

“The water is one of a kind; we use infused organic extracts with no sugars and no sweeteners combined to bring out the natural flavor of the product, and it comes in eight flavors,” said Trutanich. He said the product is currently sold in the Northwest and is soon to be in various supermarkets around the country.

Cheryl Picken, a tradeshow sales representative for Beaumont Products, Inc., came to FMI to promote her company’s all-natural products. She had a different view of the turnout and thought the show had gone well.

Products’ all-natural products at FMI. “We talked to many people and got tons of business cards and contacts for selling our products in the future,” she said.

She said Beaumont Products has developed a line of environmentally safe cleaning products containing citrus oil that eliminate stovetop grease and deodorize the room at the same time. Another Beaumont product, Veggie Wash, is an all-natural produce wash that safely removes wax, soil and other chemicals from fruits and vegetables.

“When your produce is delivered, it’s been waxed at least twice with pesticides being delivered through the air that rainwater and tap water won’t remove,” said Picken. She added that washing produce under water just moves dirt around instead of dissolving it. Veggie Wash can be found in produce departments of grocery stores nationwide.

She also mentioned Beaumont’s Citrus Magic, an air freshener containing orange peel oil from real citrus fruit. “It destroys odors instead of masking them,” Picken said.

