

Trends and Opportunities in the Peach Industry

Eric Gaarde

February 3, 2016

We are ***Fruit-CENTRIC***





and



Trends

**Industry
Consolidation**

**Shrinking
Supply**

Higher Returns

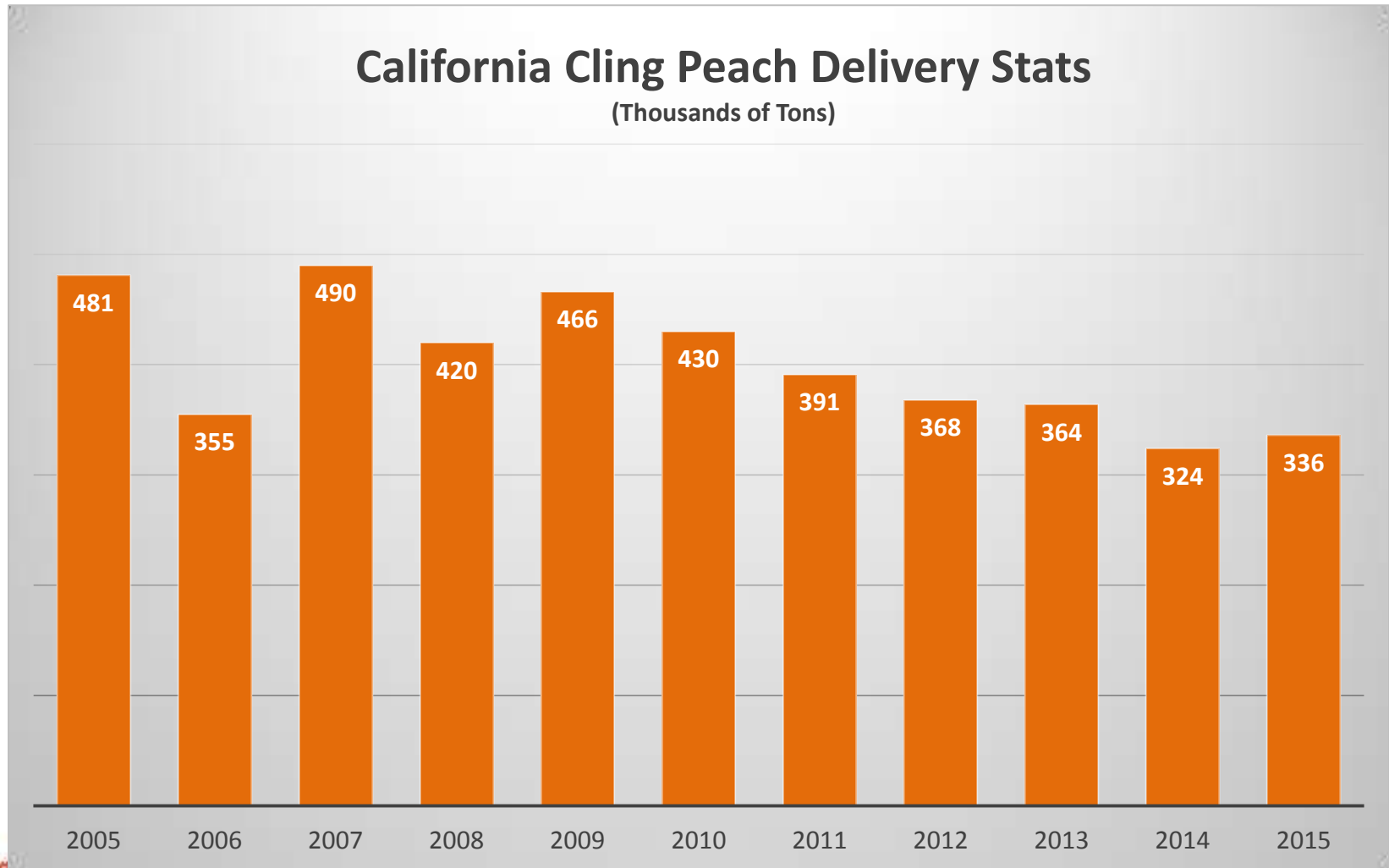
**ORGANIC
VOLUME**

**PROPRIETARY
VARIETIES**

Industry Consolidation



Shrinking Supply



"HEROES" DAVID BOWIE

Why oh
Why...

Drought



Labor



Land

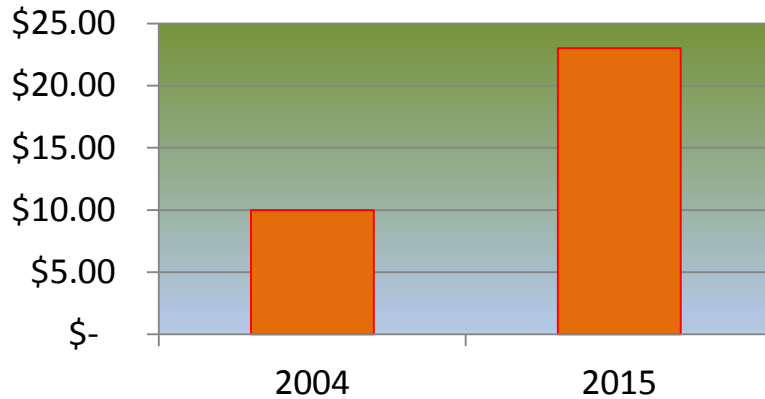


900 lb. Gorilla!

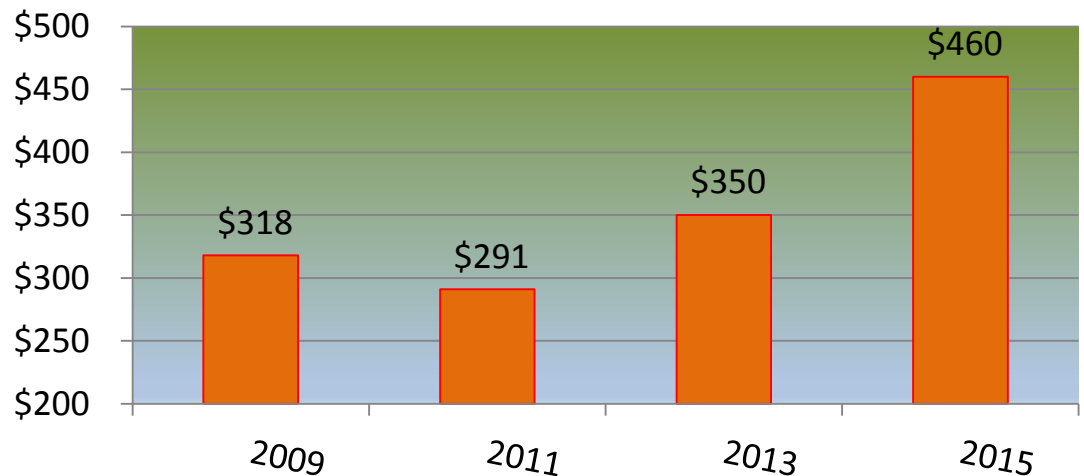


Higher Returns

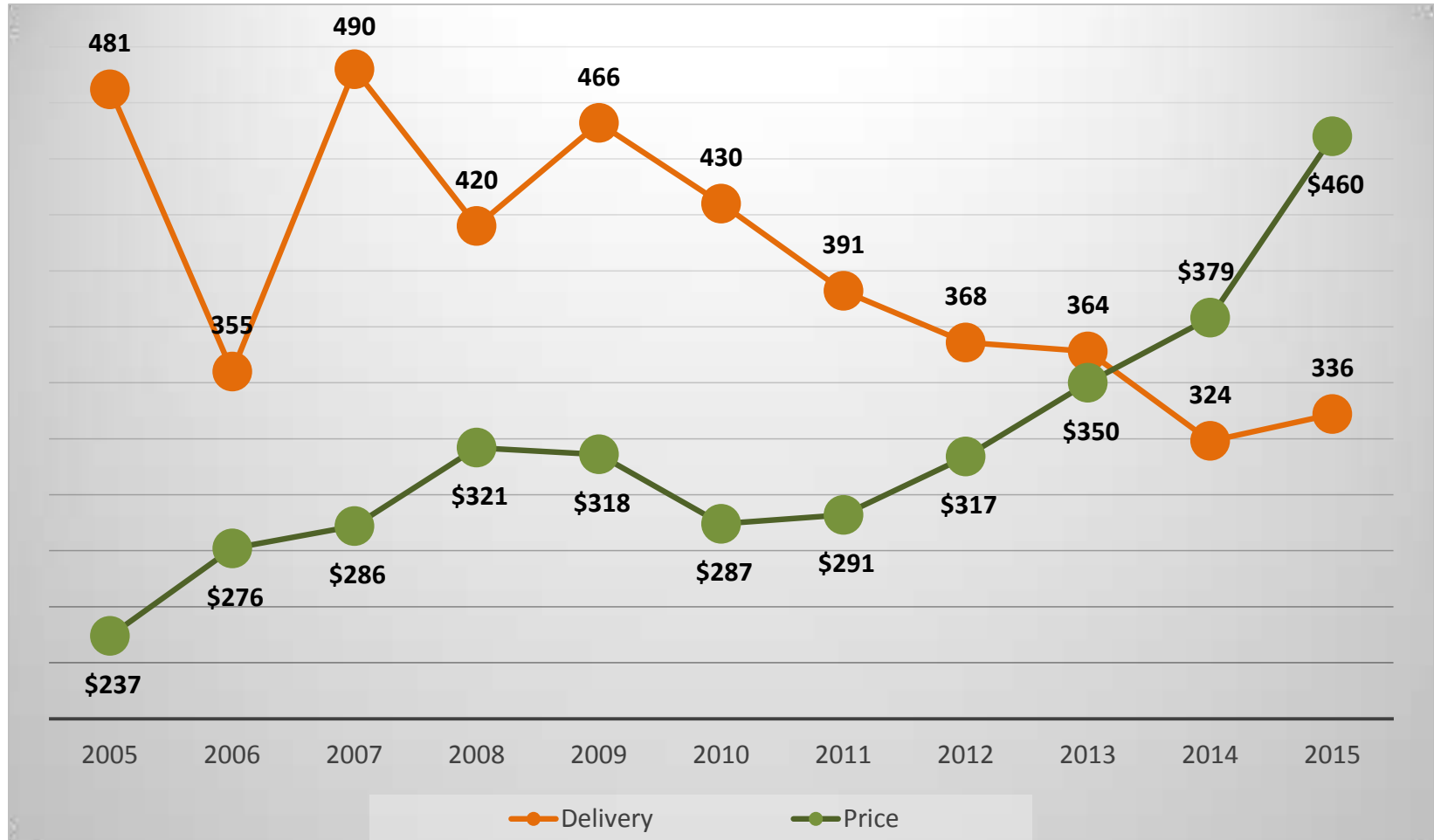
CA Fresh Market Price



California Cling Peach Price (\$/Ton)



CA Cling Peach Deliveries vs. Price





“Organic sales now near a milestone 5% of the total food market”

– Organic Trade Association

Proprietary Varieties



RECAP of TRENDS

**Industry
Consolidation**

**Shrinking
Supply**

Higher Returns

**ORGANIC
VOLUME**

**PROPRIETARY
VARIETIES**

every
new
opportunities
life
prospects
possibilities
advantage
today
day
see
appear
open
things
moment
present
greater
way
knocks
interesting
width
universe
experience
endless
take
turn
seize
comes
today
act
welcome
fantastic
investigate
explore
today
overs
leads
expect
red
look
take
turn
problems
abundance

Connect with the Consumer



“Gen X.Y.Z. ~~~ whew!



Food Safety



Quality & Value



Lifestyle



Make it Personal



Ugh!

A word cloud centered around the words "social" and "media" in large, bold, blue font. Other words in various sizes and colors (brown, grey, blue) are scattered around, including: phone, tag, twitter, search, blog, friends, facebook, news, film, communication, forum, photo, share, like, group, and find.

social media

phone tag twitter search blog friends facebook news film communication forum photo share like group find

Opportunity:

Differentiate Your Product

Opportunity:



Varieties



Branding



Opportunity:

Story



Opportunity:

Diversify Your Customer Base

Opportunity:



Recap





Thank You

MID-ATLANTIC
fruit & vegetable convention

Eric Gaarde eric@gaardefoods.com

559-439-4152