

ALGOMA ORCHARDS SUCCESS IN REACHING RETAIL

A large, decorative blue shape that starts as a thin line on the left and curves downwards and to the right, filling the bottom right portion of the slide. The color transitions from a light blue to a darker blue.

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Making it Happen

- History
- Operations
- Marketing/Merchandising
- Sales
- Resources
- Connecting to Retail

History

- Company founded in 1964 by John Scholten. The farm is located on thickson road in Whitby. There were 15 acres of orchard.
- Early 70's company underwent a major expansion. New cold storage, CA rooms, loading dock and shipping/receiving were added.
- 1996 a state of the art computer controlled colour sorter and optical apple sizer were installed.
- 1998 Henry Verrydt acquired all rights to the company.
- 1999 Twin Brand Orchards merged with Algoma. David and Michael Gibson became partners.
- Algoma now had the capacity to store 100,000 bushels in CA rooms and 50,000 bushels in cold storage.
- Summer of 2000 saw the addition of a new 12,000 square foot shipping/receiving and warehouse facility to service the growth.
- July 2001 Kirk Kemp was brought in as a partner. Kirk brought 110 acres of quality, high-density orchard and a lifetime of growing and business expertise to the company.
- In July of 2005 Henry Verrydt left Algoma Orchards leaving the Gibson and Kemp families owning and operating Algoma Orchards.

Operations

- Farm - new plantings, removal of older trees and varieties, and land acquisition.
- Plant - HACCP certified, Registered Produce Warehouse (RPW), British Retail Consortium (BRC) and investment in new equipment.
- Growers - pay above industry averages and committed to commercial well being of our growers.
- Continual reinvestment in all levels of the company.

Marketing/Merchandising

- 2 Day sale
 - Kids fun count bag
 - Layer pack
 - Full and Half bins ads
 - Gift Box
 - Store and plant checks - follow your product through the supply chain.
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- **Important message - be innovative and lead with ideas - don't be an order taker!!!**

Sales

- Diversification - service retail, food service, wholesalers, and independents.
- Export Markets - Mexico, Trinidad, Guyana, USA, Caribbean islands, and the UK.
- New varieties - Honeycrisp and Ambrosia have been a tremendous success - more to come.
- Packaging - investment can save \$\$\$\$.
- Packs - bulk, bags, bins, layer packs and gift boxes.
- Other commodities - strawberries, green peppers, melons.

Resources

- New plant - spring 2009 - 95,000 sq. ft
- Higher professional staff.
- Invest in customer and consumer data.
- R&D with industry leaders - smart fresh.
- Grower development to improve on farm performance - best practices.

Connecting to Retail

- Customer service - match services to your customer and collaborate with your customers. Our owners constantly arrive with our loads.
- Ad support - develop yearly ad calendar. Increases your customers profit from category growth.
- Flexibility - being there!!!
- Owning it - make the call.
- Fill Rate - 100% and on time.
- Rebates - develop a plan.
- Fill the needs - storage, packaging and offshore programs - value added services.
- Get involved - CPMA, OPMA, marketing boards, and charity.