

FRESH

From the VINE



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"If you want it fresh, think NationFresh!"

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"Spreading Romas"

The moniker "Love Apple" was given to tomatoes as an accident. A French chef ate his first tomato recipe and asked the Italian chef what it was. The Italian chef said "Pomme de moors" The apple of the moors. The French chef (being French) heard "Pomme d'Amour" Apple of love. And the name stuck.

CUSTOMER SERVICE: "PEOPLE FIRST, PAPER SECOND!"

How many times have you requested information from a sales or service representative, only to have them hand you a piece of paper instead of offering a face-to-face explanation? Were you disappointed? Were you looking for a friendly exchange instead of a flyer in your hand? Here is a simple, yet powerful customer service secret: people first, paper second.

It helps to remember that service and sales involve building relationships. Paper can wait, but people won't. If customers are too quickly presented with, "What is your account number?" or "Do

you have any insurance?" or "Here, this brochure explains ..." they may just walk out the door.

You retain customers by building positive, long-term relationships, and customers remain loyal when they believe there is something in it for them. When your customers feel as if they share some kind of special relationship with you, they will be more likely to return.

Yes, you can actually be too quick to offer information—even answers. Just remember to take a moment and establish a relationship before you address the customer's request. Putting people

first and paper second will help your customers think of you first—every time!

—Leslie Charles
Rule # One

NationFresh
is proud to be establishing a tradition of Quality, Consistency, Innovation, Leadership and Integrity!



EMPLOYEE PROFILE—VERONICA PAGE



Q. How would you describe yourself?

A. I am happy, active, generous and fun-loving!

Q. Tell me about your family.

A. I am the daughter of Annette and William Patterson, sister of Andre, 'LaBarron and Yvonne. I am the oldest of course! I currently reside in Springfield with my husband, Chandler.

Q. What keeps you going?

A. I feel excited every day about life, just like it was the first day of school or when you first learn how to ride a bike.

Q. What has been unique about

your life?

A. I've traveled the world extensively. I've been to the Philippines, Japan, Egypt and other far away places. I have more travel time than Harry Potter!

Q. What do you need in life?

A. I need good friends, family vacations and my car.

Q. What do you absolutely hate?

A. I hate bugs, small bugs and even bigger bugs, yuck!!!!!!

Q. What's your 5 Year Plan?

A. I would someday like to be rich. I'm too old to be president now so I'll take that off my list.

Q. What mark do you want to leave on the world?

A. Mentoring is very, very important to me as it shapes the lives of gifted people by providing guidance and encouragement to those less fortunate.

Q. Who is your hero?

A. My biggest hero is my father.

Q. Who or what are you most scared of?

A. My Mom!

Q. What do you enjoy about being part of NationFresh?

A. I like working with all the different members every day.

Q. What is most challenging for you here at NationFresh?

A. Learning about produce—so many tomatoes and not enough hours in the day!



MEMBER SPOTLIGHT: COMBS PRODUCE

Combs Produce Company is a third generation produce distributor with roots that run deep. Founded in 1958 by J.C. Combs, who subsequently passed the tradition to his son Stanley, and then to grandsons Brett and Brad, CPC has become one of the largest produce distributors in the Southwest region, with service centers in Dallas and Oklahoma City.

Over their 44+ year history, they've developed strong and enduring business relationships all across the United States. CPC's success is attributed to its so-called "extended family" –

those individuals who tirelessly dedicate their service and talents to maintaining the integrity of CPC and making it one of the most resilient resources in the produce industry.

When CPC was incorporated in 1964, the company's core business was tomato repacking. As the business has evolved, CPC continues to provide the highest quality produce while also integrating other value-added services. Rather than simply providing customers with a commodity, CPC strives to meet and exceed each company's unique product needs.



"Combs Produce Company has maintained high standards of excellence regarding quality, customer service and integrity. Our affiliation with NationFresh is a direct reflection of the family values that our company was founded on."

-Brett Combs



Seedlings...

"You can have anything you want in this life, as long as you help enough other people get what they want."

-Zig Ziglar, In Philosophy

TOMATO MILLIONAIRE

An unemployed man goes to apply for a job with Microsoft as a janitor. The manager there arranges for him to take an aptitude test. After the test, the manager says, "You will be employed at minimum wage, \$5.15 an hour. Let me have your e-mail address, so that I can send you a form to complete and tell you where to report for work on your first day.

Taken aback, the man protests that he has neither a computer nor an e-mail address. To this the MS manager replies, "Well, then, that means that you virtually don't exist and can therefore hardly expect to be employed.

Stunned, the man leaves. Not knowing where to turn and having only \$10 in his wallet, he decides to buy a 25lb flat of tomatoes at the supermarket. Within less than 2 hours, he sells all the tomatoes individually at 100% profit. Repeating the process several times more that day, he ends up with almost \$100 before going to sleep that night.

And thus it dawns on him that he could quite easily make a living selling tomatoes. Getting up early every day and going to bed late, he multiplies his profits quickly.

After a short time he acquires a

cart to transport several dozen boxes of tomatoes, only to have to trade it in again so that he can buy a pick-up truck to support his expanding business. By the end of the second year, he is the owner of a fleet of pick-up trucks and manages a staff of a hundred former unemployed people, all selling tomatoes.

Planning for the future of his wife and children, he decides to buy some life insurance. Consulting with an insurance adviser, he picks an insurance plan to fit his new circumstances. At the end of the telephone conversation, the adviser asks him for his e-mail address in order to send the final docu-

ments electronically.

When the man replies that he has no e-mail, the adviser is stunned, "What, you don't have e-mail? How on earth have you managed to amass such wealth without the Internet, e-mail and e-commerce? Just imagine where you would be now, if you had been connected to the internet from the very start!"

After a moment of thought, the tomato millionaire replied, "Why, of course! I would be a floor cleaner at Microsoft!"

-www.amazinghumor.com

TOMATO TRIVA

1) What ER star appeared in the B-move, "Attack of the Killer Tomatoes"?

2) How many wardrobe changes did David Miller have to make in the original film, "Attack of the Killer Tomatoes"?

3) True or False, Gary Smith was a disguise expert in the movie, "Attack of the Killer Tomatoes".

Look for
our up-
coming
advertorial in Aisle 5!



Trivia Answers:
1) George Clooney
2) None
3) True

