

CALIFORNIA Citrus

SUNTREAT PACKING & SHIPPING CO.

Lindsay, California-based Suntreat Packing & Shipping Co. has earned a reputation for a full range of high quality fruit at competitive prices, since 1958. Through its partnerships with experienced growers, Suntreat packs, ships and markets California citrus year-round. Along with Griffith Farms and TreeSource Citrus Nursery, Suntreat is part of a vertically integrated group involved in every aspect of the fruit's lifecycle—from planting of the seed in the nursery, to growing and harvesting, to packing the fruit, to selling it in the marketplace. Fruit is grown by family farmers from southern Kern County to northern Fresno County, many of whom who have been with Suntreat for generations.

This season, the company's lineup includes navel oranges, Suntreat Summer Navels, Cara Cara navels, Valencias, Pummelos, Oro Blancos and lemons. Suntreat also continues to expand its selection with mandarins and other specialty varieties. The 2010-2011 crop looks to be of excellent quality so far. Cooler summer weather

in California's Central Valley delayed maturity and the start of the season by about ten days. Vice President of Sales Al Imbimbo says, "Despite this delay, we have some of the earliest maturing groves in California, and we were able to begin harvesting navels with good color and excellent eating quality the last week in October."

As consumers are becoming more educated on the different types of citrus in the market, they are demanding varieties that deliver on both taste and convenience. Suntreat is continuously working to ensure its varieties satisfy the consumers' palates. Imbimbo says, *"We are currently developing a new citrus variety to North America we are excited about, because it has all the qualities that consumers love about citrus, yet is different than anything they've seen or tasted before here in the U.S."*

Suntreat has three packing facilities at their Lindsay location, with the newest packing house dedicated to specialty varieties. Full-time food safety and quality control departments ensure that the com-

pany is delivering the safest and highest quality citrus possible. The company uses integrated technology and computer systems to track each carton of fruit back to the specific grove, with 100% traceability.

The company has made several improvements to its facilities, including an upgrade to its precooling capabilities. Suntreat also remodeled the sales office to allow for improved communication and services to its customers. All Suntreat marketing will continue in-house, with the sales office located at the packing house. This helps ensure that the sales department knows exactly what fruit is being packed at any given time. The buyer continues to have the advantage of seeing the fruit being packed with the sales staff there on-site to answer any questions.

Imbimbo says, "We are continually increasing accountability and responsibility at all levels of management and production, from the field to the packinghouse to sales, in an effort to assure quality to our customers worldwide."

Years ago, Suntreat introduced the Australian late navel orange variety to rave reviews. Soon, we will reveal our newest California grown, citrus variety.

Something enormous is growing at Suntreat...

Suntreat Packing & Shipping Co. | Lindsay, CA | 559-562-4988 | www.suntreat.com

