

# Pitahaya, pitaya, dragon fruit 2013



<http://cesandiego.ucdavis.edu/files/55065.pdf>



# California





# Florida dragon fruit





# Florida



# US dragon fruit in supermarket



# Dragonfruit



- Bagged for protection against bird depredation
- Optimum E/W row orientation
- 400-500 plants—4<sup>th</sup> leaf
- 50-100# per plant
- 30-45 days bloom-harvest
- 60 days for red, magenta

# Vietnam





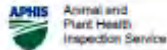
# Rejection



# Thailand







United States Department of Agriculture  
 Animal and Plant Health Inspection Service  
 4700 River Road  
 Riverdale, MD 20737

**Permit to Import Plants and Plant Products**  
 Regulated by 7 CFR 319.56

This permit was generated electronically via the ePermits system

<b>PERMITTEE NAME:</b>	Mr. William Edward Gerlach	<b>PERMIT NUMBER:</b>	P56-13-02470
<b>ORGANIZATION:</b>	WORLD VARIETY PRODUCE INC.	<b>APPLICATION NUMBER:</b>	P587-130620-002
<b>ADDRESS:</b>	5525 S. Soto Street Vernon, CA 90058	<b>DATE ISSUED:</b>	08/13/2013
<b>MAILING ADDRESS:</b>	5525 S. Soto Street Vernon, CA 90058		
<b>PHONE:</b>	(303) 499-9929	<b>EXPIRES:</b>	08/13/2016
<b>FAX:</b>	(303) 499-1839		

**DESIGNATED PORTS:** Various Ports of Entry Staffed by CBP-Agriculture Specialists

Under the conditions specified, this permit authorizes the following:			
Article(s)	Countries of Origin	Plant Parts	Intended Use
Playboys	Nicaragua	Fruit	Fruits and Vegetables (Consumption)

**SPECIAL INSTRUCTIONS TO INSPECTORS**  
 See permit conditions below

**PERMIT CONDITIONS**

This APHIS-issued import permit only covers compliance with APHIS regulations and requirements. Therefore, this APHIS permit for the commodity to be imported does not reduce or eliminate the permittee's legal duty and responsibility to likewise comply with all other Federal and State regulatory requirements applicable to the commodity to be imported.

This permit authorizes the importation of the listed articles, under the conditions specified below. A copy of this permit (including all conditions) must accompany all shipments authorized under this permit.

Please note that the import requirements and approved commodities listed below are subject to change at any time during the duration of this permit. Please refer to the USDA-PPQ Port Program Manuals at [http://www.aphis.usda.gov/import\\_export/plants/manuals/ports/index.shtml](http://www.aphis.usda.gov/import_export/plants/manuals/ports/index.shtml) for the current import requirements for the commodities you are importing.

Upon arrival in the United States, the articles and shipping containers are subject to inspection by officials of Customs and Border Protection, Agriculture Inspection (CBP-AS) and/or Plant Protection and Quarantine (PPQ).

Any person who violates the Plant Protection Act (PPA) of the United States, individuals or corporations who fail to comply with these conditions and authorizations, or who forge, counterfeit, or deface permits may be criminally or administratively prosecuted and found guilty of a misdemeanor which can result in penalties, a one-year prison term, or both. Additionally, any person violating the PPA may be assessed civil penalties of up to \$250,000 per violation or twice the gross gain or gross loss for a violation that results in the person deriving pecuniary gain or a pecuniary loss.

Permit Number: P56-13-02470	
THIS PERMIT HAS BEEN APPROVED ELECTRONICALLY BY THE FOLLOWING PPQ HEADQUARTER OFFICIAL VIA EPERMITS.	DATE
Lillian Stewart	08/13/2013

WARNING: Any violation, forgery or unauthorized use of this Federal Permit is subject to civil penalties of up to \$250,000 (7 U.S.C. 7506) or punishment by a fine of not more than \$10,000, or imprisonment of not more than 7 years, or both (18 U.S.C. 1001).



# Guatemala



# USDA notice of decision to allow import of irradiated pitayas and pomegranates from Mexico

- DEPARTMENT OF AGRICULTURE Animal and Plant Health Inspection Service [Docket No. APHIS-2011-0031] Notice of Decision To Authorize the Importation of Fresh Pitayas and Pomegranates From Mexico Into the Continental United States AGENCY: Animal and Plant Health Inspection Service, USDA. ACTION: Notice.
- SUMMARY: We are advising the public of our decision to authorize the importation into the continental United States of fresh pitayas and pomegranates from Mexico. Based on the findings of pest risk analyses, which we made available to the public for review and comment through a previous notice, we believe that the application of one or more designated phytosanitary measures will be sufficient to mitigate the risks of introducing or disseminating plant pests or noxious weeds via the importation of fresh pitayas and pomegranates from Mexico.
- DATES: As of August 13, 2013.



# Israel



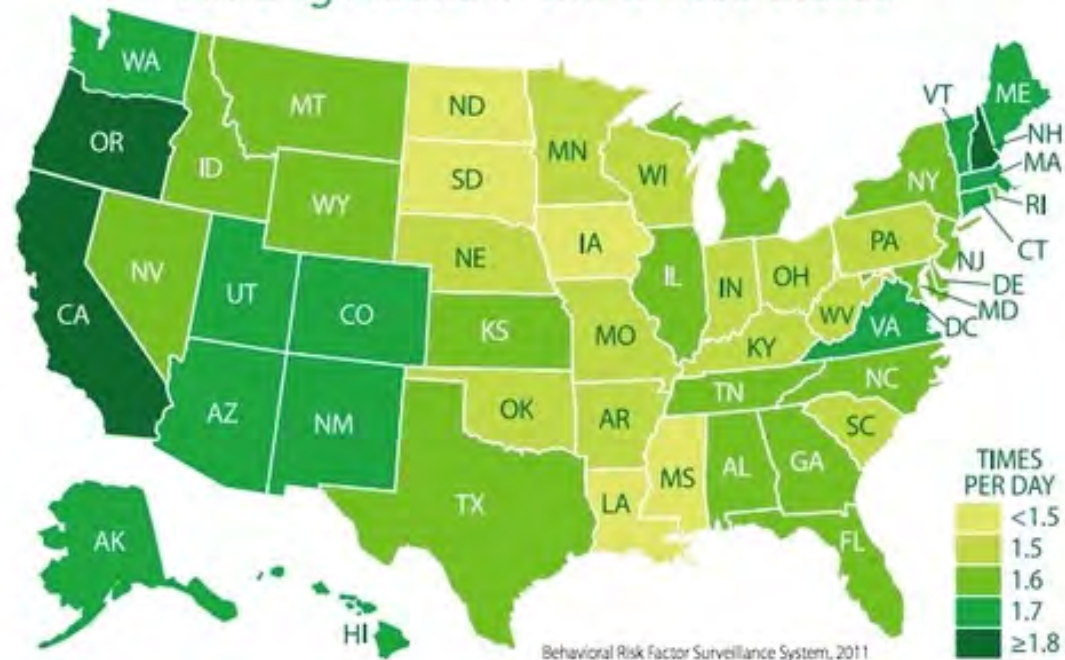
# Australia

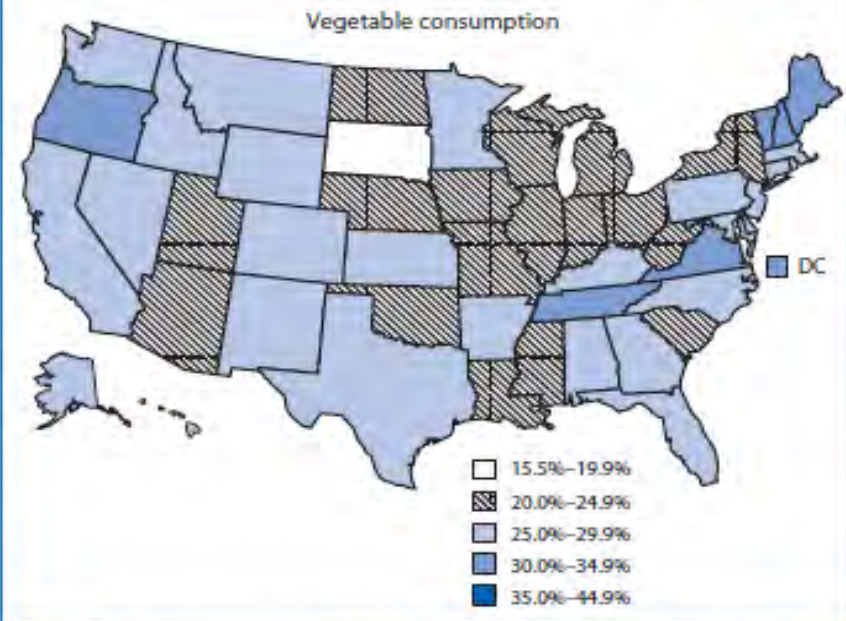
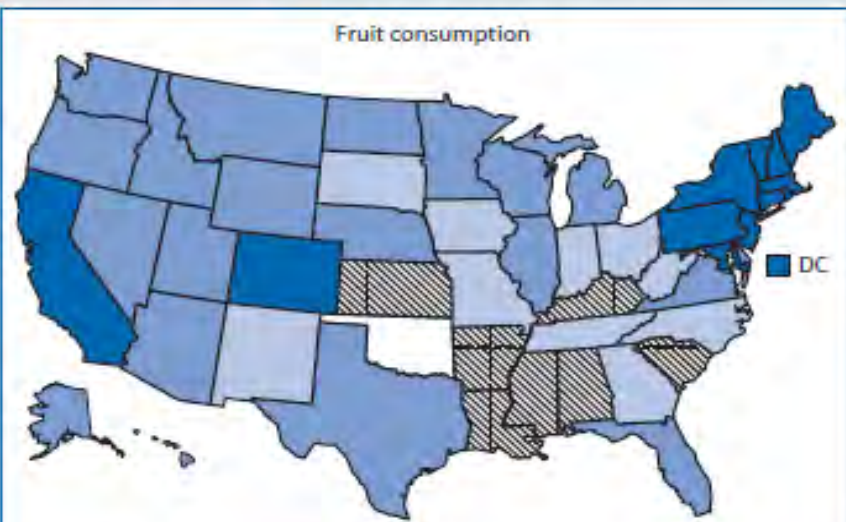


# Demand Side



## Median **Daily Vegetable Intake** Among Adults in the United States





to health, has historically been lower than national recommendations.

**What is added by this report?**

Estimates of fruit and vegetable consumption among U.S. adults were far short of *Healthy People 2010* targets, and trends in fruit and vegetable consumption over the past decade were relatively flat; no state has met the *Healthy People 2010* targets.

**What are the implications for public health practice?**

To meet national targets for fruit and vegetable consumption, intensified, multisector (e.g., agriculture, business, food industry, and health care) and multisetting (e.g., worksite, school, child care, and community) approaches are necessary to improve access, availability, and affordability of fruits and vegetables.

(32.9% and 29.4%), and persons with a body mass index (weight [kg] / height [m<sup>2</sup>]) <25.0 (36.6% and 28.3%). Consumption by race/ethnicity varied by the type of produce; for example, Hispanics had the highest prevalence of fruit consumption (37.2%) but the lowest prevalence of vegetable consumption (19.7%).

**Reported by**

*KA Grimm, MPH, HM Blanck, PhD, KS Scanlon, PhD, LV Moore, PhD, LM Grummer-Strawn, PhD, Div of Nutrition, Physical Activity, and Obesity, National Center for Chronic Disease Prevention and Health Promotion; JL Foltz, MD, EIS Officer, CDC.*

**Editorial Note**

The findings in this report indicate that 2009 overall and state-specific estimates of the proportions of U.S. adults consuming fruit two or more times per day or vegetables three or more times per day were



# Trends



- Aging Population
- Millennials
- Latin Demographics
- Asian Demographics
- Celebrity Chefs
- Travel
- Authenticity
- Sustainability





# MILLENNIALS: EATING OUT OF BOTH SIDES OF THEIR MOUTH.

## what matters most to MILLENNIALS

- 1 BEING HONEST
- 2 LIVING LIFE TO THE FULLEST
- 3 TAKING RESPONSIBILITY FOR YOUR OWN LIFE
- 4 RESPECTING YOUR PARENTS
- 5 STANDING UP FOR WHAT YOU BELIEVE IN

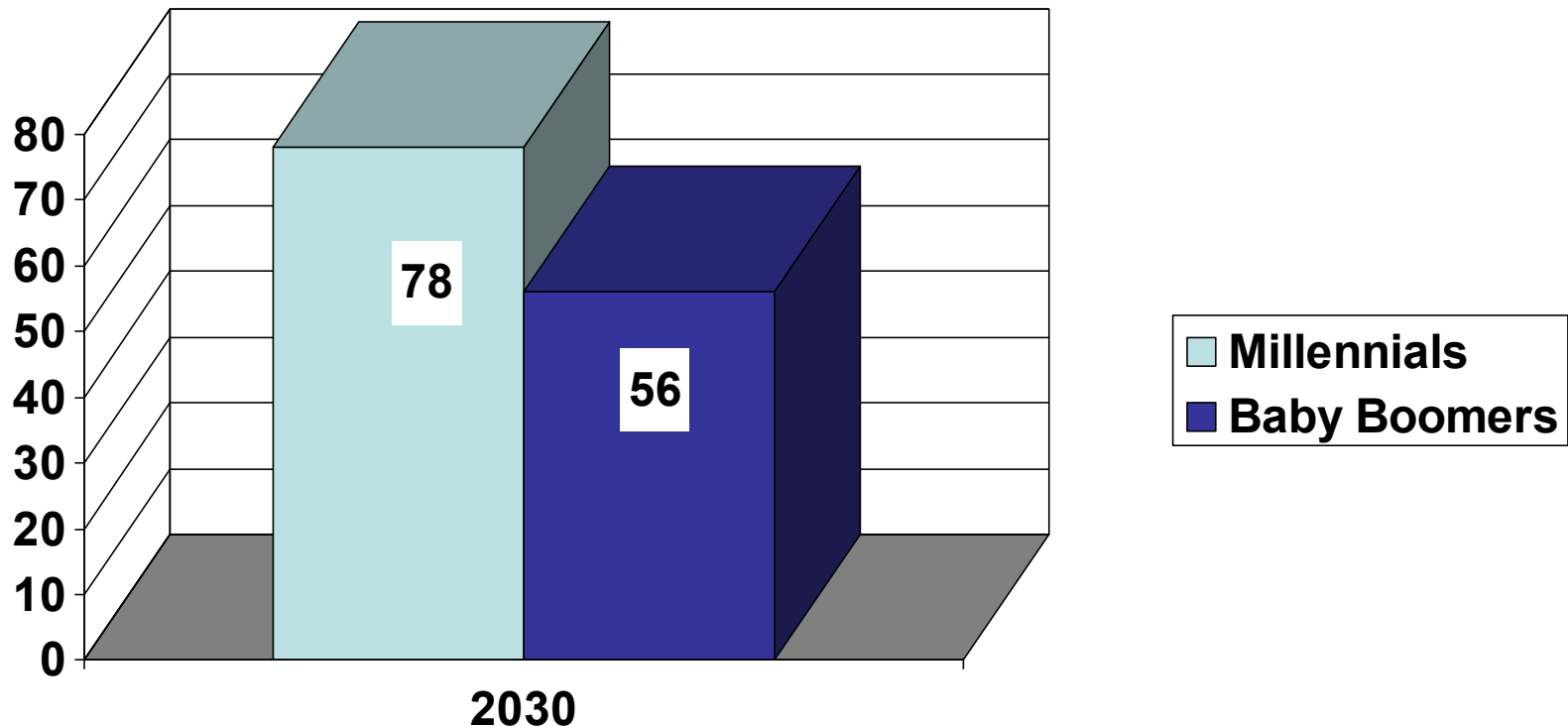
## WHAT DEFINES THEM



- 48% my family
- 16% my passions
- 12% my religion
- 11% my music
- 7% my career
- 5% my friends
- 1% my politics

# Millennials

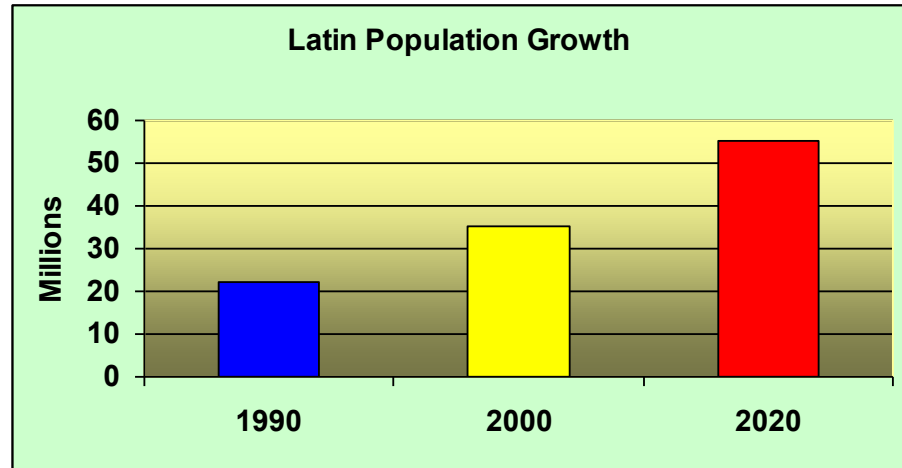
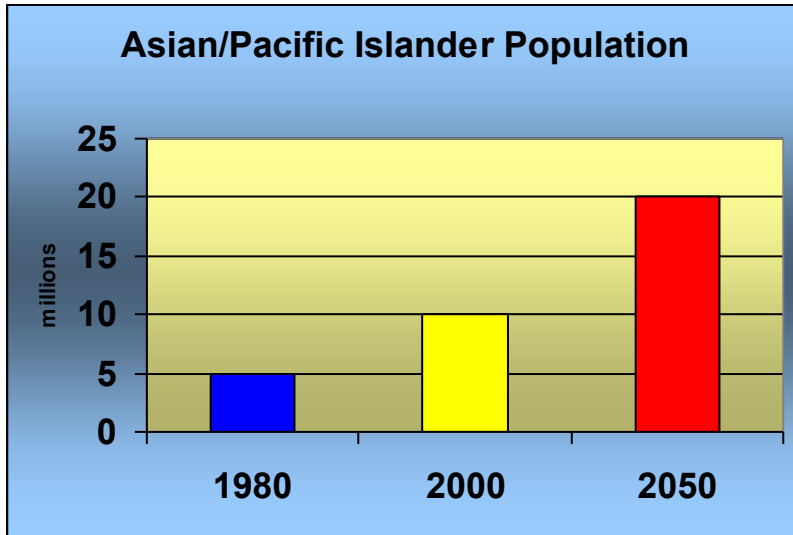
Millions of People



United Nations, Department of Economic and Social Affairs



# Face of American Consumer is Changing



# Ethnic growth



**HyVee**®  
EMPLOYEE OWNED



# Dragon Fruit

The image is a screenshot of a web browser displaying an article on the Parade website. The website's header features the 'Parade' logo in a red box on the left, followed by navigation links for 'ENTERTAINMENT', 'FOOD', 'LIVING', and 'HEALTH & BEAUTY'. A search bar with the text 'Search Parade' and a magnifying glass icon is on the right. Social media icons for Twitter, Facebook, and LinkedIn are also present. Below the header is a large red banner for 'ONLINE PUBLIC SCHOOL' with the text 'INDIVIDUALIZED AND FREE' and a 'SEE YOUR OPTIONS >' button. A small photo of a smiling child is on the right side of this banner. The main article title is 'What the Heck Is a Dragon Fruit and How Do You Eat It?' in a large, black, serif font. Above the title is the word 'FOOD' in a green box. Below the title is the date 'AUGUST 7, 2013 - 5:43 PM' and '0 COMMENTS'. There are social media sharing icons for Facebook, Twitter, and a plus sign, followed by a comment count of '15'. The author's name 'By LINDSAY LOWE' is displayed next to a small profile picture. Below the author information is a blurred image of a dragon fruit. To the right of the article is a 'Parade Daily' subscription box with a red envelope icon, the text 'Celebrity interviews, recipes and health tips delivered to your inbox.', an 'Email Address' input field, and a red 'SIGN UP' button. Below this is another 'Parade' banner with the text 'Fresh Summer Sides' and a photo of various summer dishes.




# Awareness

FW: Psychedelic hood ornament? - Message (HTML)

File Edit View Insert Format Tools Actions Help


Reply Reply to All Forward

From: nancy eisman [nancye@melissas.com] Sent: Wed 7/10/2013 12:04 PM  
To: 'Marketing Dept.'  
Cc:  
Subject: FW: Psychedelic hood ornament?



**Psychedelic hood ornament?**

**No it's Dragon Fruit!**



Chopped in a salad

Dear Nancy,

Don't let the wild color and curvy petals fool you - dragon fruit opens up to reveal a light refreshing inside. Perfect for topping summer salads and (can't resist a reference to its spotted appearance)

**Topics**

- [A team player](#)
- [Desserts](#)
- [Nutritional info](#)
- [Easy-to-scoop](#)

**Fun with dragon fruit**

Address

2:16 PM 8/19/2013

# The New York Times

Date: Wednesday, May 11, 2011  
Location: NEW YORK, NY  
Circulation (DMA): 951,063 (1)  
Type (Frequency): Newspaper (D)  
Page: D1, D8  
Keyword: Melissa's World Variety Produce Inc.

## A Fruit With a Future

**COATTAILS** When cut open, the dragon fruit, above, reveals a scoop of sweet pulp speckled with tiny black seeds. Below from left, Lite Pom, Emergen-C and Dragon Kiss, a cream liqueur, have hitched themselves to the dragon fruit star.



PHOTOGRAPHS BY TONY CERIOOLA/THE NEW YORK TIMES



this thing is going to be really spectacular.' And it's really mild." In some of the trendy drinks that emblazon the word "dragon fruit" across the bottle, "you cannot taste dragon fruit in there," he said.





# Giada







 melissa's

# Mixology

## Extra-Virgin Cocktails From Top Bars

Olive oil is having a major mixology moment at some of the world's best bars. Here's everything you need to know about this slick trend.

Published on Aug 16, 2013

BY KARA NEWMAN



Get ready to drink down olive oil as bartenders are using this ubiquitous kitchen ingredient to add flavor and a silky texture to cocktails.

Mouthfeel is a major force for olive oil's emergence behind the stick. Texture in drinks came on strong a few years back with fat-washing, which uses animal fat from, say, cooked bacon, and blends it with the booze, providing a pleasing, palate-coating sensation to your sip. But unlike fat-washing, olive oil has been shown to actually improve heart health. Barkeeps also say it has more flavor nuances than one-dimensional—albeit tasty—artery-clogging animal fats.

"I admit olive oil is a strange cocktail ingredient," says Pip Hanson, head bartender at Marvel Bar in Minneapolis, who started the trend with his gin fizz-like Oliveto cocktail, which uses a fruity and peppery olive oil from Spain. "Still, it's amazing how it adds a fuller, richer texture to a drink."



**mevissa's**

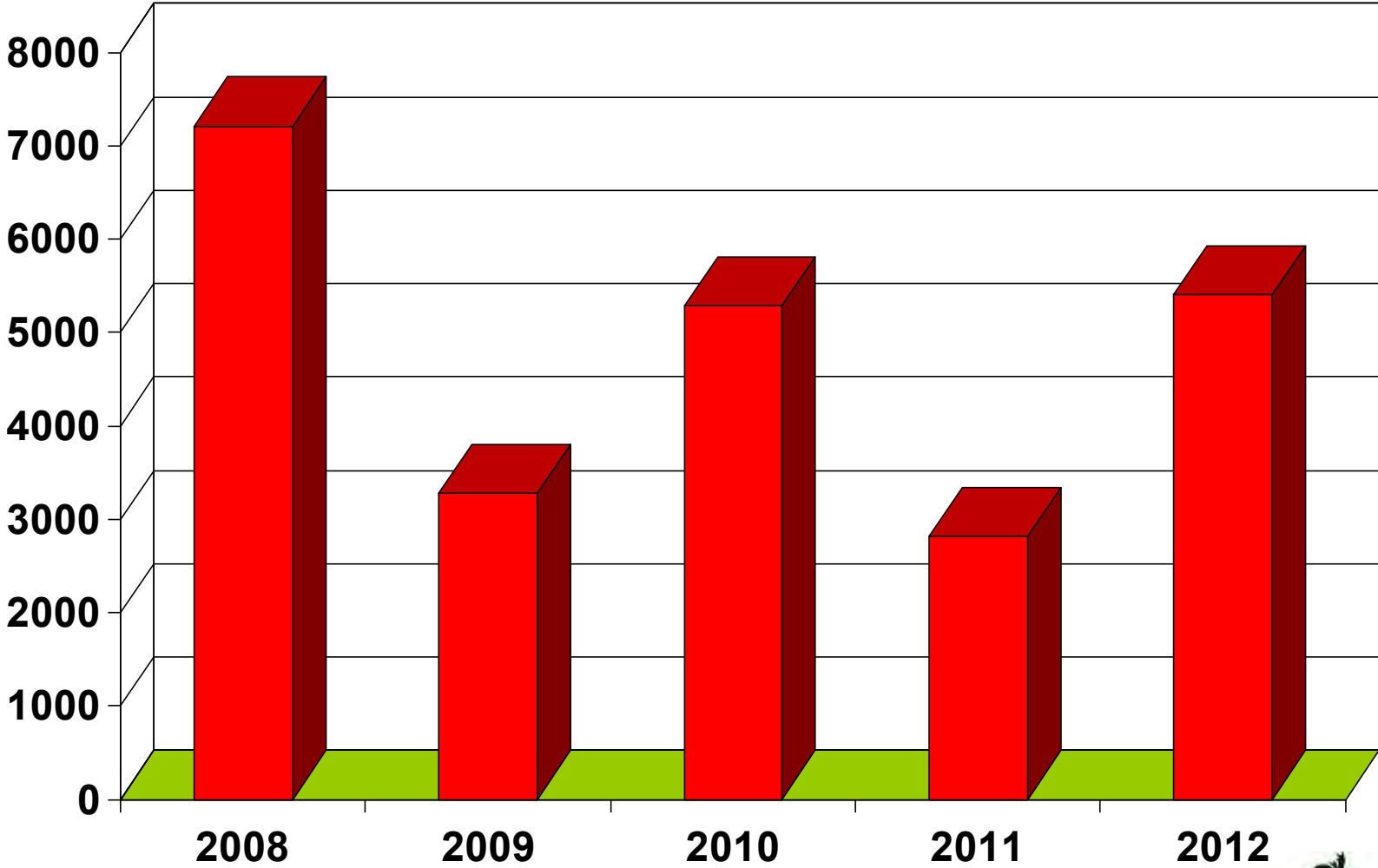
Bartenders are now turning out cocktails based on, yes, vegetables



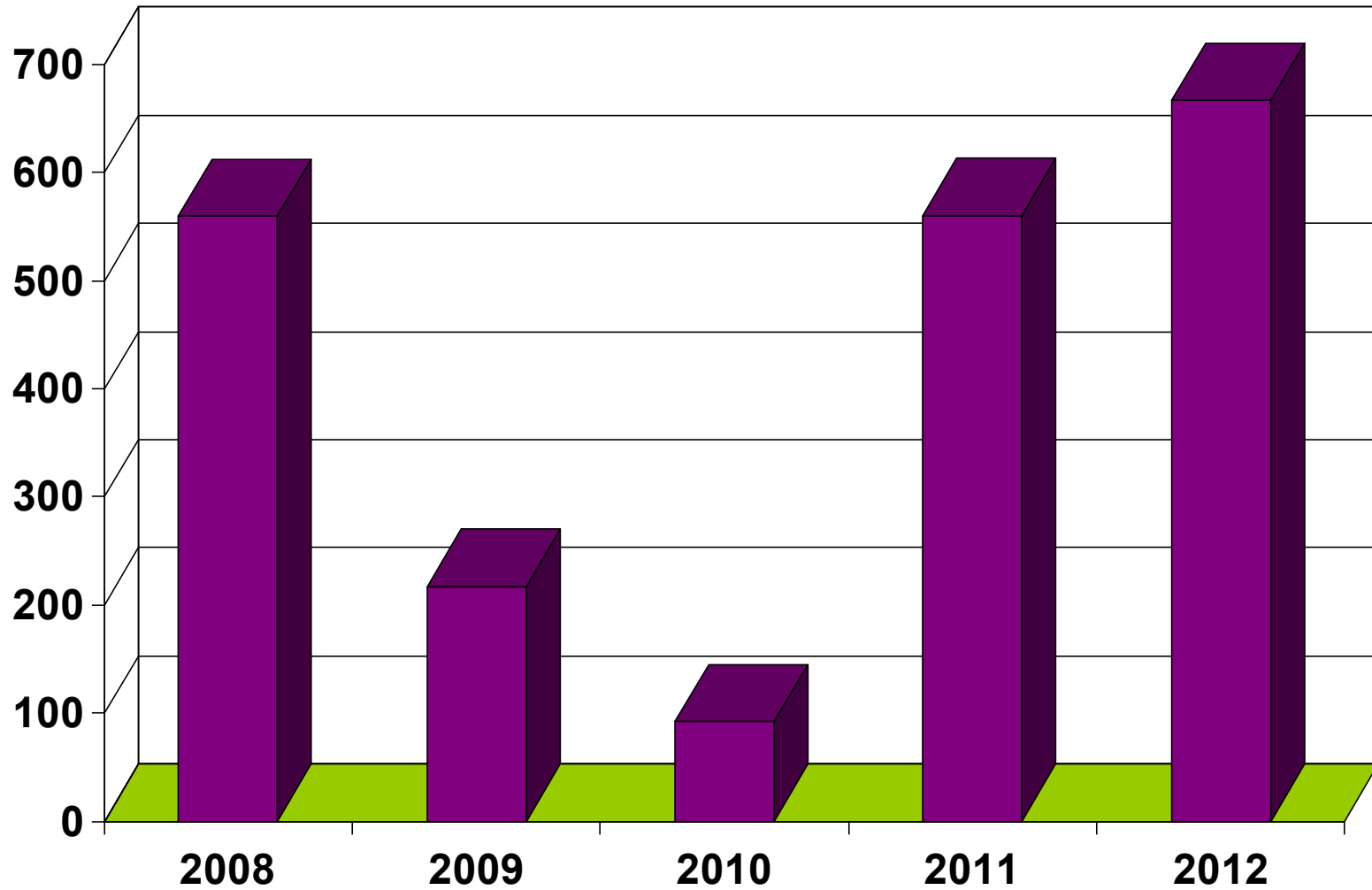
# Pitcher of health?



# White Dragon fruit 6#, 6-8 ct

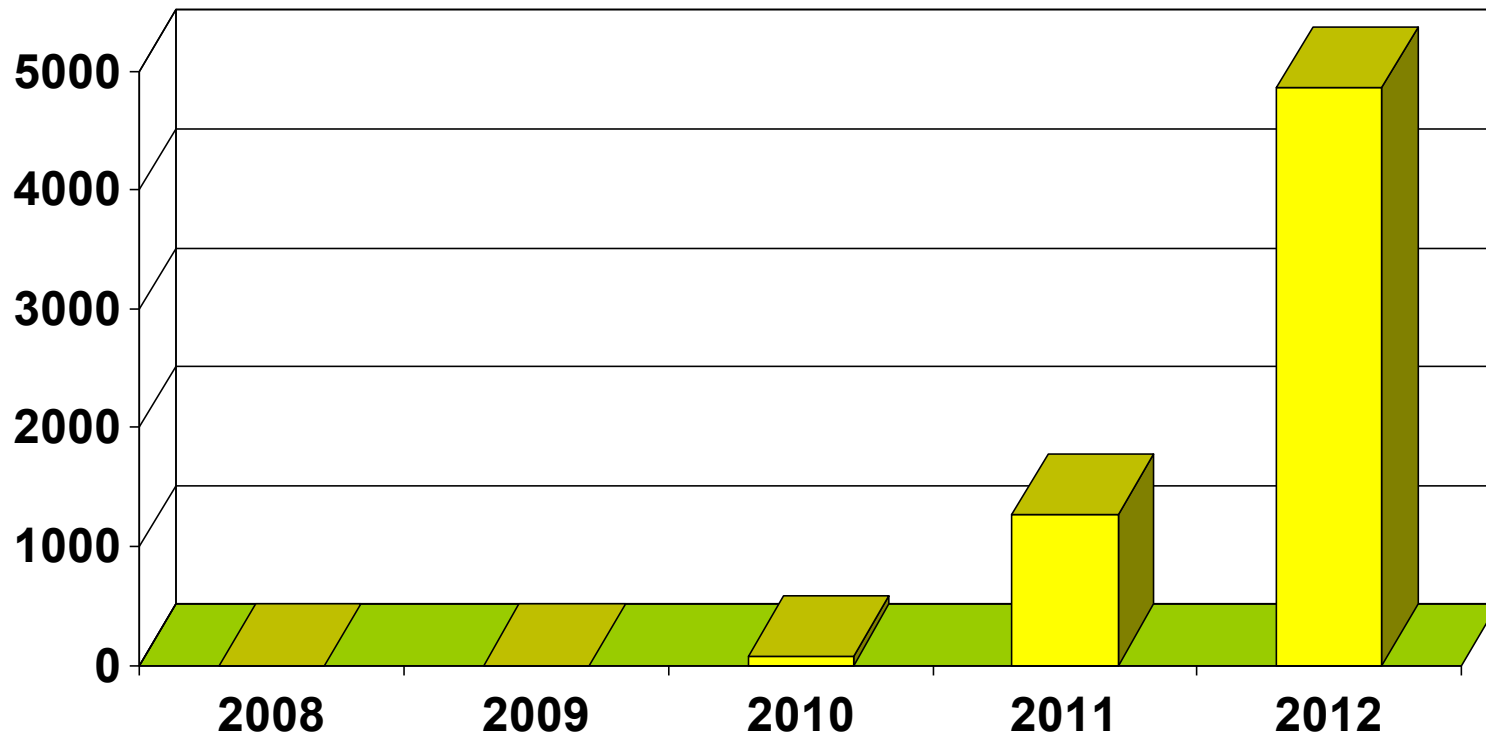


## Magenta 6#

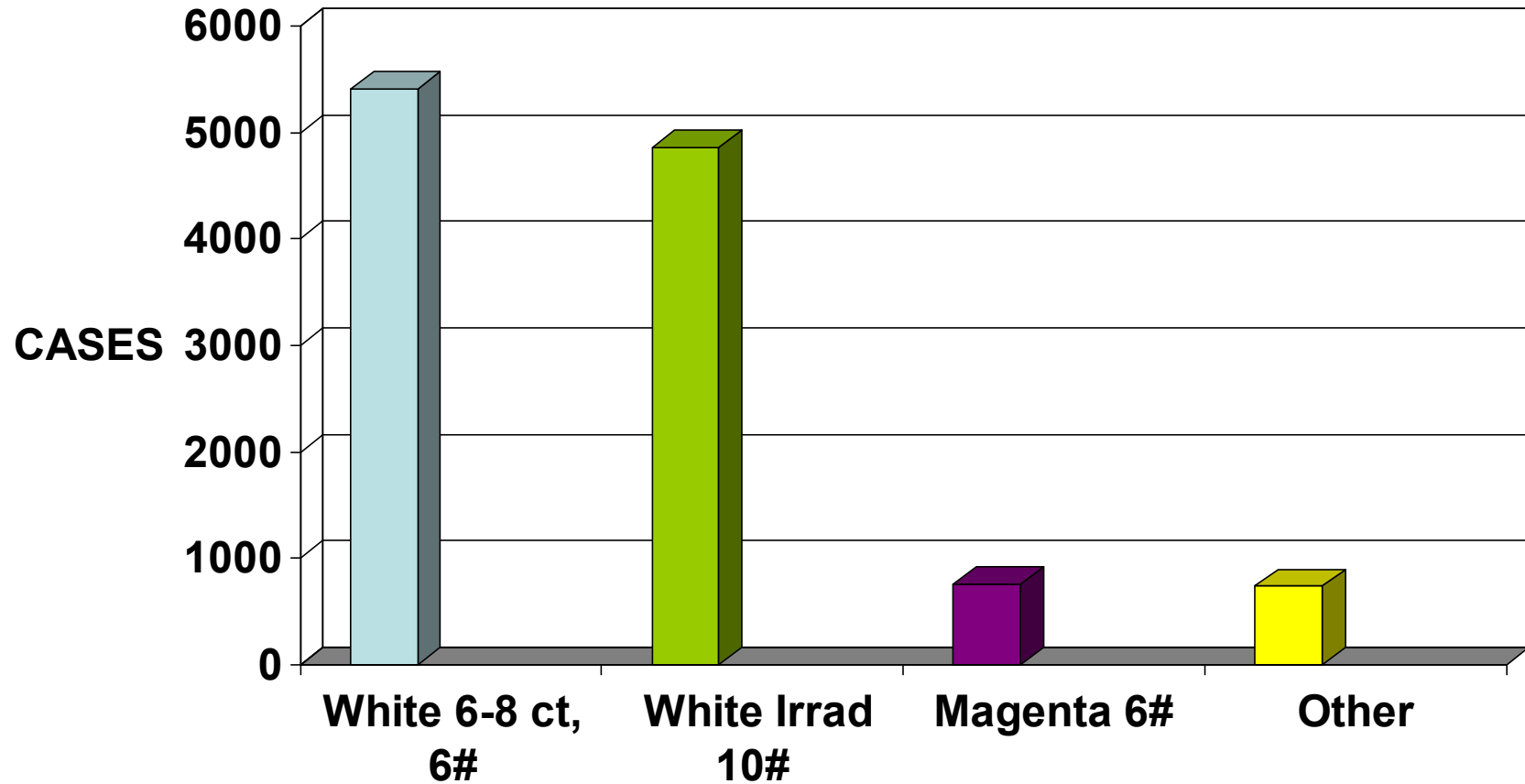


# Irradiated from Vietnam, 10#

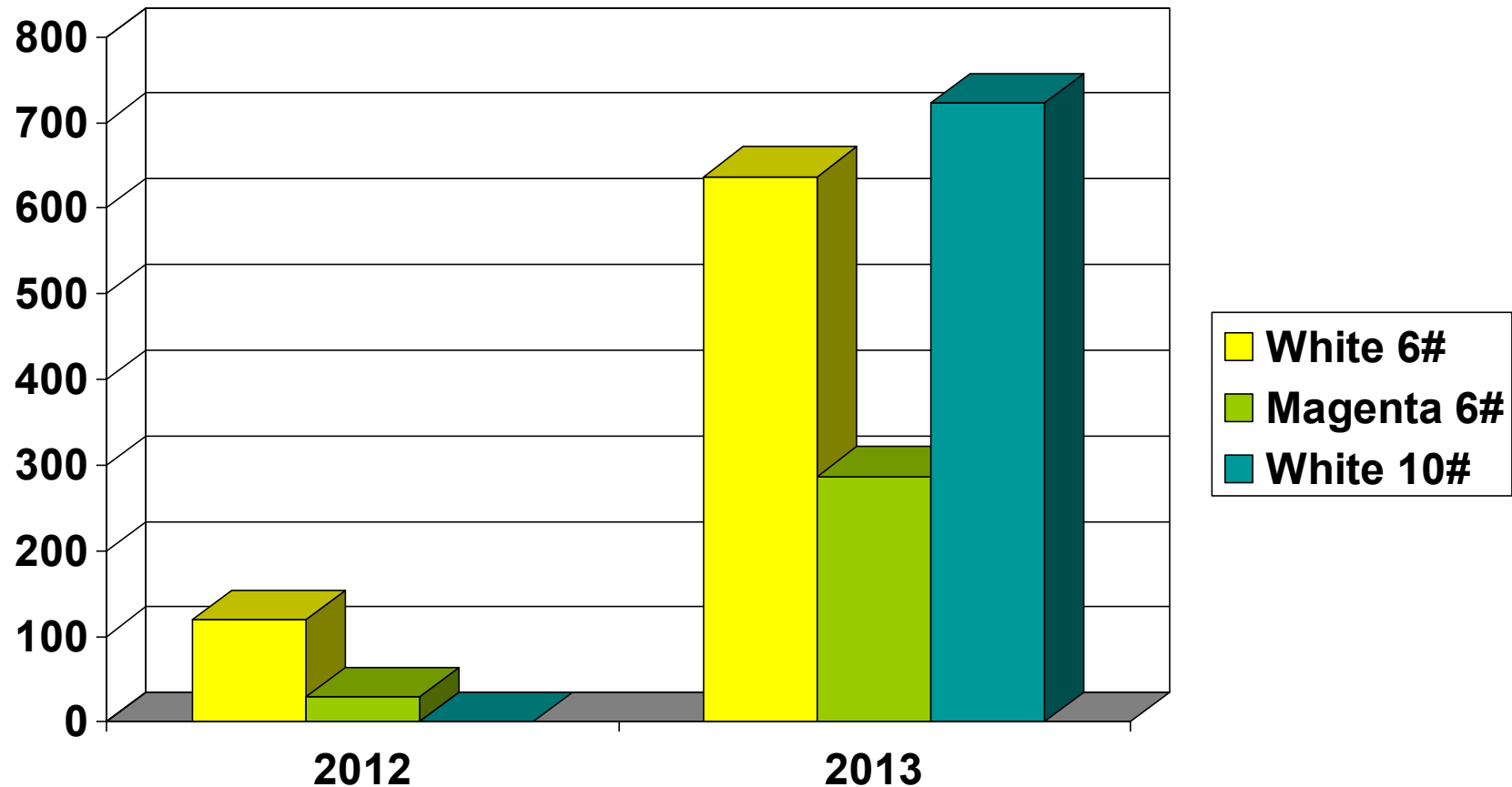
Irradiated 10# Units



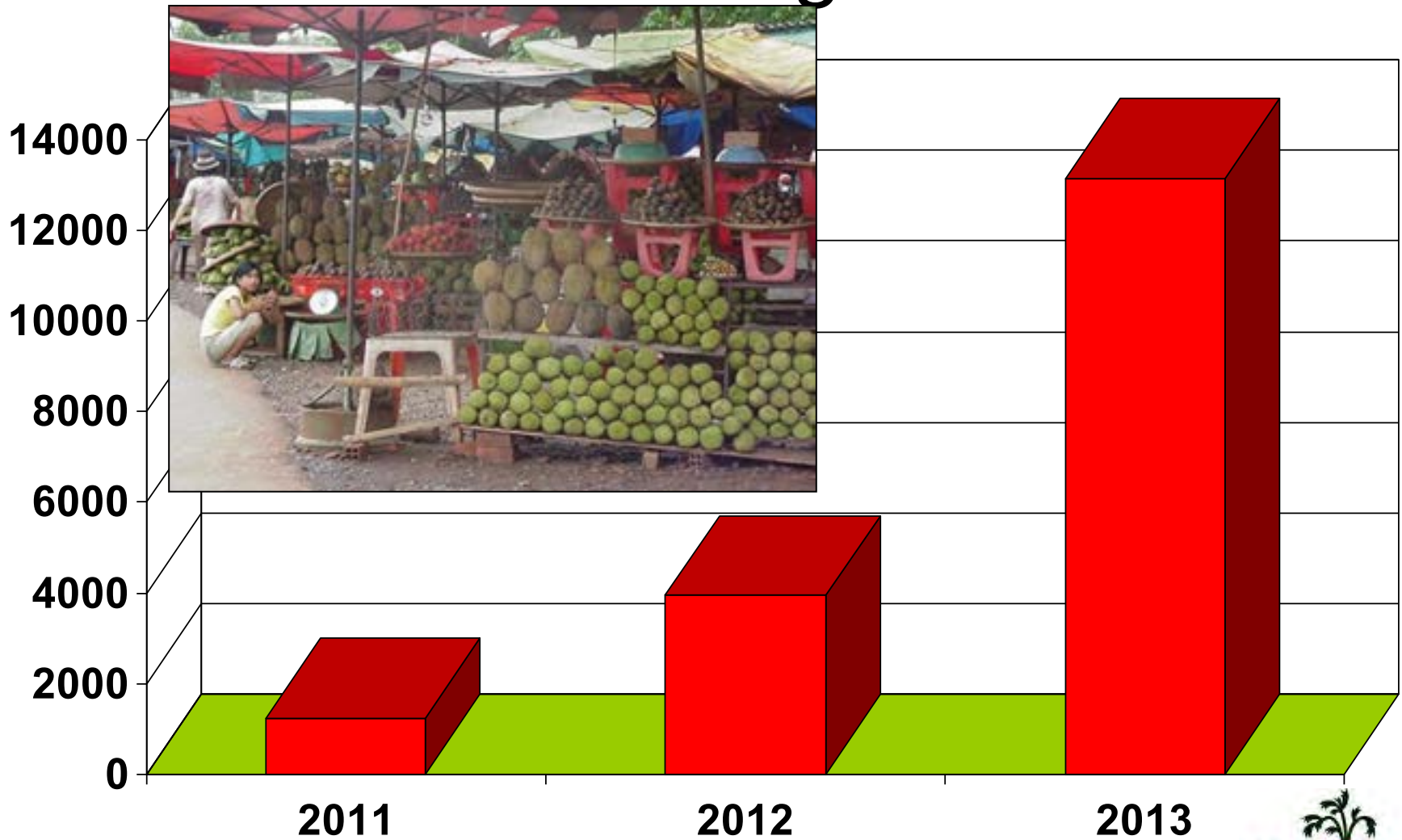
# 2012 Sales



# 2012-2013 YTD comparisons



# 2012-2013 YTD comparisons Irradiated Dragon Fruit



So where do we go from here?



This one represents even more potential



# Acknowledgements



- Kevin Stephens,  
Category Manager



# Thank you!



**Some people grumble because roses have thorns; I am thankful that the thorns have roses."**

-- Jean-Baptiste Alphonse Karr, French critic

[www.melissas.com](http://www.melissas.com) billgerlach@melissas.com

