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they all have a mass appeal," he said. "They are all very versatile, and anything you do with a regular potato will be improved by using a fingerling."

The company offers the fingerlings in a 5-pound bag for retail and 10-, 20- or 50-pound bags for foodservice. The smaller varieties are marketed under the "Specialty Potato Alliance" brand, while the jumbo varieties carry the "Culinary Harvest" brand. Culinary Specialty Produce was a founding member of the Specialty Potato Alliance when it was formed four years ago.

While potatoes are a big part of the business at Culinary Specialty Produce, Mr. Leibowitz stressed that the company is much more than a potato distributor. It is a full-service specialty produce company that offers citrus, herbs, baby vegetables, asparagus, heirloom

tomatoes, yellow tomatoes, baby lettuces, endive, mesclun, arugula, spinach, melons and tropical fruits.

Additionally, it can consolidate and ship multiple items, and offers f.o.b. delivery from both coasts and the Midwest, and next-day delivery from Los Angeles and Pennsylvania.

## Bushwick Commission maintains a focus on value, quality, locally grown and savings

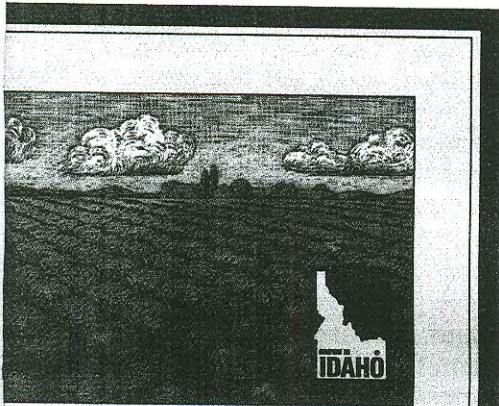
BY CHRISTINA DIMARTINO

Ken Gray, vice president of sales and marketing for the Bushwick Commission in Farmingdale, NY, told *The Produce News* that the company continues its focus on offering customers potatoes that have traveled the least amount of miles, are of high quality, offer retailers value and provide the savings that today's consumers are seeking.

"Everyone wants a deal today, and bargain hunting is a common consumer theme," said Mr. Gray. "But they don't want inferior product. Retailers need commodity products that provide them with promotional opportunities, and they want superior service. Bushwick's aim is to provide all of these things on a year-round basis."

Mr. Gray said that locally grown produce is the perfect option for superior value because of the low transport costs. Consumers, he added, are not shopping as frequently today, and when they do, they want to purchase the potato items that fill their needs.

"Having a variety of options, such as three-pound red potatoes from Maine, white potatoes from New York and other varieties from other growing areas, helps retailers to ensure



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