

Agriculture Digest

Compiled from staff reports

PEOPLE

Church Bros.' van Eeghen receives marketing award

Ernst van Eeghen, director of New Product Development and Marketing for Church Bros. LLC in Salinas accepted an award for innovation at the recent Produce Marketing Convention in Houston, Texas.

The award was for the creation of "FOODLES," a line of vegetable snack trays designed specifically for children.

IN BRIEF

Disney unit promoting fruits, vegetables

A unit of The Walt Disney Co. plans to begin selling a new line of fruits and vegetables this fall.

Disney Consumer Products has said it would use the popularity of its theme-park characters to appeal to children and launch a line of products called Disney Garden, to be sold in the produce aisle of stores nationwide including Kroger, Winn Dixie, Albertsons, and Price Shopper.

New items include Mickey-shaped snack trays with combinations of celery, peanut butter and raisins or apples, cheese and crackers and others.

Other items include teriyaki sugar snap peas, honey orange carrot coins, cheesy broccoli bites and miniature apples, peaches, pears, plums and oranges.

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