

Rice, Mintel claimed. According to Mintel, there were 151 new products launched with “steam” on the product label in 2008, up from 104 in 2007 and 51 in 2006.

## PIZZA MANUFACTURERS GO NATURAL, ADD PREMIUM INGREDIENTS

In an effort to attract consumer interest to the frozen pizza category, recent innovations fo-

Top Food Processors: Fruits & Vegetables				
<i>(Source: Refrigerated &amp; Frozen Foods)</i>				
	Company	2008 Sales (\$ millions)	Product Line	Plants
1	Chiquita-Fresh Express <b>(1)</b>	\$1,300.0 *	Fresh-cut salads, coleslaw, vegetables, fruit	5
2	Taylor Fresh Foods Inc.	\$1,000.0 *	Fresh-cut salads, fruit	10
3	Ready Pac Produce Inc. <b>(2)</b>	\$750.0 **	Fresh-cut salads, vegetables, fruit	10
4	Dole Food Co.	\$700.0 *	Fresh-cut salads, vegetables, fruit	5
5	Birds Eye Foods	\$500.0 *	Vegetables, fruit	3
6	Lakeside Foods Inc.	\$425.0 *	Vegetables, vegetable-and-sauce- meal starters	7
7	General Mills Inc. <b>(3)</b>	\$350.0 *	Vegetables, fruit	N/A
8	NORPAC Foods Inc.	\$315.0 *	Vegetables, vegetable-based meals, fruit	5
9	Sunrise Growers- Frozsun Foods	\$250.0 *	Fruit	3
10	Allens Inc.	\$230.0 *	Vegetables	5
11	Superior Foods Inc.	\$225.0 *	Vegetables, fruit	2
12	Simplot Food Group <b>(4)</b>	\$220.0 ****	Vegetables, fruit	2
13	The Pictsweet Co.	\$200.0 *	Vegetables	4
14	Twin City Foods Inc.	\$190.0 *	Vegetables	4
15	Hanover Foods Corp.	\$180.0 *	Vegetables	N/A
16	River Ranch Fresh Foods LLC	\$165.0 *	Fresh-cut salads, vegetables	2
17	National Frozen Foods Corp.	\$160.0 *	Vegetables	3
18	SunOpta Inc. <b>(5)</b>	\$155.0 ***	Fruit, fruit and vegetable ingredients	7
19	McCain Foods USA Inc.	\$125.0 *	Processed vegetables, fruit ingredients	3
20	Patterson Vegetable Co. LLC	\$115.0 *	Vegetables, fruit	1
21	Inn Foods Inc.	\$90.0 *	Vegetables, fruit	2
22	Smith Frozen Foods	\$75.0 *	Vegetables	1
23	J.M. Smucker, Special Markets <b>(6)</b>	\$70.0 **	Fruit, vegetables	N/A
24	Natural Selection Foods LLC	\$70.0 *	Fresh-cut salads, vegetables, fruit	2
25	Seabrook Brothers & Sons Inc.	\$70.0 *	Vegetables	1

\*R&FF estimate \*\*Company-provided estimate \*\*\*Pro Forma figure \*\*\*\*Sales in category N/A = Not available. **(1)** Chiquita Brands international Inc., include Fresh Express **(2)** Includes subsidiaries Missa Bay LLC and OBIM Fresh Cuy Fruit **(3)** Marketer of Green Giant, Cascadian farm lines **(4)** Unit of J.R. Simplot Co. **(5)** Parent to SunOpta Fruit group. Includes 2008 purchase of Pure Nature Organics brand **(6)** Reflects Mar 2008 purchase of Europe's Best

ocused on several initiatives, including natural product line extensions and delivering restaurant-quality pizza. Data from Information Resources, Inc. (IRI) for the 52 weeks ended May 17, 2009 shows that while several new products are gaining ground in the marketplace, the overall category is off pace from the same period in 2008, reported *Milling and Baking News* (June 30). Unit sales for the period were down 2.5% from the same period a year earlier. Dollar sales, meanwhile, were up 4.8%. Likely factors included price increases and a sharp uptick in private sales growth.

The shift to higher-priced specialty frozen pizzas came as consumers seemed to moved away from eating out and toward eating at home more often. In response, pizza makers appear to be answering with fewer product introductions, but are more