

## Message from the C.E.O.

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rocessing and raising tomatoes has always been a challenging business. But, in the last year, we have had to deal with even more risk, as we experienced huge swings in prices of fuel, fertilizer, chemicals, steel and the list goes on. The recession has made our jobs much more difficult and has been devastating to other sectors of the economy.

- We have a stock market that can't find the bottom
- The American auto industry is fighting for survival
- Financial markets are in disarray
- The housing industry has oversold itself
- Americans are losing both their jobs and their homes

Our country has a major challenge ahead. I guess we are fortunate that we are in the food business.

- Cost conscious consumers caught in the recession are purchasing more canned tomatoes
- Canned tomatoes are still a bargain to the consumer
- Tomatoes are an ingredient to thousands of easily prepared recipes
- Tomatoes taste good and are good for you

Yes, I'm glad that we are in the tomato business. But, I am also very mad at the people and companies that got our country in this mess. I'm sure a ton of books will be written on all the reasons. Incompetence, greed, and corruption will likely be at the top of the list. There are many things that have happened over the last year and I wish someone would try explaining what went wrong. Here are just a few of my questions.

- How did gas get to \$4.00 a gallon? Who made all the money?
- How did Bernie Madoff manage to swindle 50 billion dollars? How did he manage to lose it all and go undetected for years!
- I want to know more about all the overpaid CEO's that lead their companies close to or into bankruptcy? Companies like G.M., Merrill Lynch, Circuit City, and A.I.G. Were they in over their heads? Did they have character flaws? Or, did greed cause their downfall?

Everyday on the news we hear about more businesses going under. Red Gold is fortunate - our customers, suppliers and growers are not on that list. Good management and integrity do pay dividends!

This spring, we will make a major investment when we plant our tomato crop. I want to assure you that all is well at Red Gold. Our future continues to look bright. Red Gold is known for quality, customer service and competitive pricing. We are a supplier of choice to our customers and sales are very good. I am very proud of my management team, our associates and our growers.

Yes, costs are continuing to increase - the most dramatic are cans (with an increase of 47%), fructose, raw tomatoes and California tomato paste. Relations with our lead bank are excellent. We have been their client since the 1970's. They specialize in the food business and continue to support our growth.

With inventories going into pack projected to be low and with customer demand increasing, Red Gold will be contracting additional tons. And of course, we are continuing to invest in our plants and equipment.

The prospects for the 2009 pack look promising. But, to accomplish the goal for a successful pack, we must be vigilant as we make our plans. We must always be prepared to expect the unexpected.



*Brian*

## 1/2 DOZEN

Our EIT Teams (Employees in Touch Teams) are again sponsoring their annual Fish Fry. This will be the sixth time they have donated their time to organize and work at this fundraiser. The proceeds generated will help each team support local charitable organizations during the Christmas season. Each team selects philanthropic projects to support in Madison County.

It takes approximately 60 volunteers, working one or maybe even two shifts, to be able to serve the community a great dinner at a great price.

### ALL YOU CAN EAT

Fish and/or chicken  
Side dishes; coleslaw, applesauce, stewed tomatoes with zucchini (YUMMY!), potato chips  
Bread and butter  
Home-made desserts  
Sugar-free lemonade



Adult tickets	\$8.50 (\$8.75 at the door)
Children 5-11 years old	\$5.00
Children 4 years and under	FREE

*Invite your family, friends or anyone you think would enjoy a great fish and chicken dinner! You have the option to dine in or carry out!*

*We hope to see you in Orestes on February 21<sup>st</sup>  
Serving hours are 4:30pm - 7:30pm*

## KETCHUP KORNER

Feeling the bite of the economy?

Check out the Red Gold website at [www.RedGoldTomatoes.com](http://www.RedGoldTomatoes.com) and click on Recipes and one of the Search by Categories is Budget Stretching Recipes. Click on this option and a list of recipes will appear for you to enjoy!

Want to stretch the food you have? Here are some tips:

1. Regularly incorporate vegetarian meals, maybe a couple of times a week. Feature some quality tomato products in these dishes; we know where you can find some!
2. Cut down on food waste - save leftover vegetables and meats from one meal to incorporate in other meals. For example, if you have leftover hamburger it would be a great addition to some chili or spaghetti sauce for the next night's meal. The remainder of the vegetable medley from dinner can be added to vegetable soup to make it heartier for lunch the next day.
3. Substitute canned vegetables for fresh vegetables when the fresh vegetables are out of season. Red Gold diced tomatoes can be used right out of the can for salad and taco toppings and also added to sauces for fresh tomato flavor!

Have extra tomato products around the house and wondering what else to do besides eat them? Tips for use of tomato products:

- The ever famous use of tomato juice to remove the smell of skunk.
- Lesser known is the ability for ketchup and salt to clean copper pots and pans or for tomato juice to be used as a hair rinsing agent.
- Really out of the ordinary, we find a tomato juice and milk mixture suggested for a skin cleanser.

Are these our recommendations? No, just some fun facts about our favorite fruit products. Until next time!



# Dear Stewie Readers,

Who, out there, enjoys preparing and filing tax returns? Can I please see a show of hands? Just as I thought...the great majority of my loyal readers are like me and would rather attend my Uncle Joe's annual toenail clipping festival than find the applicable deductions within the 13,000 pages of the US Tax Code. Why does it have to be so difficult?

With my trusty W2 in hand, I decided to forgo the "I Got People..." option and attack my tax return myself. And thirteen tiny-print tax forms later, this reporters' head is aching worse than my post-Super Bowl party appetizer sampling extravaganza stomach. Small business, self-employment, children, aliens (you can deduct for little green men??...cool!!) or citizens living abroad, itemized, dividends, tax shelters, IRA's, 401k's, Schedule A's, EITC's, LMNOP's....probably some QRSTUV's....whoa, filing taxes can be overwhelming.

Deductions...deductions...deductions! They are definitely the key to making the last line on the form smaller (a good thing...if you have to pay) or larger (if you're getting the ever-popular refund). As this reporter has major plans to stimulate the economy with my ginormous refund check purchases, I desperately need to find more deductions, but where are the ones a Lycopene storage unit qualifies for?

I see deductions for "Moving expenses"...nope. "Childbirth classes"...big nope. "Nursing services"...nada. "Lead paint removal"...Negative. "Laundry services when traveling on business"...guess you've got to own pants and shirts for that. "Subscriptions to professional journals"...does that include TV Guide? "Legal fees associated to alimony"...not this pocket-sized eligible bachelor!!

I can't use any of these deductions! Who made this list? Looks like if somebody relocated their sick kids' who needed in-home services of nurses skilled in removing lead paint after thoroughly reading their business magazines and receiving counseling for a recent spousal split up....that guy's going to get a bundle back!!

Now, if this reporter was the Duke of Deductions, I would make them so much simpler. For example, I'd let everyone pick one holiday per year and make it tax deductible. Think about it....sparklers, fried chicken and Kool-Aid on Independence Day would be a write off in Stewie's world. And, how about an "ice cream consumption deduction"? Maybe not for the everyday stuff, but I'm thinking major foo-foo "flavors of the day" like the "fudge praline ripple marshmallow banana-rama swirl...with sprinkles, a boatload of low-fat whipped cream and chopped nuts", of course. That, my sweet-toothed friends, should totally be tax deductible!

Or, if you miss the matinee and have to pay for a full price ticket at the movie theater...and decide on the #2 Special at the concession stand (the refillable mongo bucket of popcorn, butter optional, with the 112 ounce cherry freezee for six)...yes sir, I'm saying write 'er off! And things we just don't like doing could be much more tolerable if they could be deducted, for example, doing laundry. This diminutive yet lovable reporter doesn't own clothes and generates very little (get it...little..lol) laundry, but my peeps tell me they can barely work up the energy to sort their tidie-whities from their colorful cold wash permanent presses. But, increase their refund with each energy saving load...and maybe an extra deduction for using an added shot of very fragrant fabric softener...we're talking a much cleaner and aromatic America! The possibilities are endless!

So, if we're going to make this boring tax code stuff a whole lot more fun and profitable for everyone, I need your help. Write a letter to all your local government officials. Encourage them to pass a bill that will accomplish our goal. They could call it the "Stewie Stimulus of 2009". Tell your friends...tell your neighbors...and together, we can create cleaner clothes for all!!

See you next time!

# A DAY IN THE LIFE OF THE RED GOLD FACTORY OUTLET STORE



It's probably happened to us all... During a taste test, or while dining at a local restaurant, you get a feeling of pride after trying a yummy product made by your very own Red Gold. Then, you realize, "Wait a minute, I've never seen this at any grocery store"... How can you share that delicious treat with your friends or family? No worries! You may be able to get a CASE of it at a steal from Red Gold's Factory Outlet Store, located just off 9th Street in Elwood. While you're there, be sure to say hello to the five guys who run the place; Dick Trissel, Smoke Perez, George Soden, Steve Alexander, and Jim Richardson. They'll make sure you find what you're looking for. Heck, they'll even help you load it in your car! We recently had the opportunity to talk to Dick, the store's lead, about how things run at the Outlet Store.

So who shops at the outlet? Most customers are walk-ins. Many customers are regulars; employees, or area folks, who come in once or twice a month. They know exactly what they want and the outlet is the only place to buy it. Food Banks can also place orders through the outlet store at a discount. Ever wonder where all of those Colt's Red Gold Red Zone donations shipped from? They come from the outlet's warehouse. Smaller vendors and wholesale stores place orders and pick up their goods there as well. Customers can save additional money by purchasing gently dented products. And, did you know Red Gold employees can get a discount? So, on top of already-great-savings, if you're an employee, you save even more!

What products can you find and how does purchasing work? Items always carried at the outlet can be found on the sales order sheet, available at the outlet, on the computer network or through our plant HR offices. You can decide what you need, and fill out the form before you arrive. Once you enter the store, Smoke greets you. Unsure because you're a first timer? Well, Smoke can describe all the products and help you find what you had in mind. He can help you fill out the order form if needed. And, don't forget to look at the board posted on the wall. It lists new products or items not usually found at the outlet. Once you know what you want, Dick rings you up at the cash register. Then, George, Steve, and Jim work in the warehouse to get your order ready. George, the Warehouse Lead, receives the stock and manages it. For bulk orders, they help load the customers' product from the dock. How long does this process take? Any order, big or small, is usually processed in less than five minutes. Now that's service! The store also receives faxed orders that are coordinated and staged so that they're ready when the customers arrive.

Many of the consumers come in looking for something in particular. According to Dick, they have had a lot of requests for Mama Selita's Picante Ketchup. Actually, the two top sellers are Mama Selita's and Tomato Juice. One of the few places you can find Mama Selita's ketchup is at the outlet store. Many times, someone will try the ketchup when it is offered at a restaurant and want to know where they can buy it. Lincoln Square in Elwood carries it and they often send their diners over to the outlet store to find the hot item. Mama Selita's Picante Ketchup is actually Dick's favorite product carried at the outlet, "I use it on about everything. It's great on scrambled eggs..."

The Red Gold Outlet Store is open two days a week; Wednesdays and Thursdays, and Dick, Smoke, George, Steve and Jim typically help 60 to 100 customers a day! They've had as many as 140 customers in one day. Not bad... especially for a group of retired fellas. That's right; these guys are all retired. Both Smoke and George have retired from Red Gold, and Steve, Jim, and Dick are GM retirees. Dick thinks it's a great job for retirement, and his co-workers feel the same, "Everyone enjoys it...we've got a pretty good family over here." So stop by the outlet store, grab a case of your favorite Red Gold product, and thank the guys for doing such a great job!

# RED GOLD ALL STARS - SALES ASSISTANTS

## What Sales Assistant's do:

- Sales Assistants are responsible for supporting the needs of National and Regional Sales Managers along with daily interaction with customers and brokers.
- They have varied and wide-ranging responsibilities, which may include assisting with pricing, order entry information, presentations, promotions, deal entry, internal systems reporting, and a variety of administrative assignments.



*Pam Bush*



*Toni Hueston*



*Rachel Hunter*



*Gloria Shaffer*

## Foodservice Sales Assistants:

Pam Bush, Sr. Sales Assistant, Corporate Office

Toni Hueston, Sales Assistant, Orestes Office

Rachel Hunter, Sales Assistant, Orestes Office

Gloria Shaffer, Sales Coordinator, Langhorne, PA Office

## Brand Sales Assistant:

Alicia Norris, Sr. Sales Specialist, Corporate Office



*Alicia Norris*



*Evelyn Walsh*

## Outside Sales Assistants:

Evelyn Walsh, Sales Coordinator, Langhorne, PA Office

## Corporate Brands Assistants:

Shawn Wine, manages the internal duties for one of the sales managers

Karla Bailey, Sr. Sales Specialist, Corporate Office, Corporate Brands

Loranda Trissel, Sr. Sales Assistant, Corporate Office, Corporate Brands

Laurie Eden, Sales Assistant, Corporate Office Corporate Brands



*Shawn Wine*



*Karla Bailey*



*Loranda Trissel*



*Lourie Eden*

## Department Fun Fact:

- Sales are represented by 175 different labels (or brands) and over 2900 different items across six major product categories.



## LOOK WHAT'S GROWING ON THE ROADSIDE

The Red Gold Marketing Department has launched a Red Gold brand test marketing initiative in Columbus, OH and Milwaukee, WI. The elements of the campaign include a 3D outdoor billboard, in-store giveaways, website banner ads, interactive meal planning and a website forum featuring "Linda" (who is actually Linda Wallace, Red Gold's Home Economist). The objectives of this marketing initiative are to increase overall consumer awareness of the Red Gold Brand, grow market share by 20%, enhance Red Gold's website experience for consumers and increase web page visits.

The 3D billboard features giant tomato vines, two 15 foot Red Gold tomato cans and several five foot tomatoes! A unique aspect of the billboard is that it was constructed in phases. The first look of the billboard was a blue background featuring giant 3D tomato vines. The second phase was the addition of the 5 foot 3D tomatoes, which left the consumers curious as to what would appear next! The final phase of construction was the Red Gold touch! The two 15 foot 3D Red Gold tomato cans were included, as well as the Red Gold verbiage. Until the end of February, the billboard will be located on the corner of North 4th and Spring Street in Columbus, OH. Then, from March through April, the billboard will be located at the intersection of I-94 and Highway 41 in Milwaukee.

On March 14, in both markets, there will be in-store giveaways. Consumers who purchase three cans of Red Gold

tomatoes from Kroger (in Columbus) or Roundy's (in Milwaukee) stores will receive a free reusable Red Gold (green) tote bag. In addition, the marketing initiative includes banner ads on major websites such as Everyday with Rachael Ray, All Recipes, and My Recipes. These banner ads, in addition to e-blasts, will be driving thousands of consumers to our new and improved website. New features on the Red Gold website include an interactive meal planner and "Linda's Forum". Please visit the website [www.RedGoldTomatoes.com](http://www.RedGoldTomatoes.com) to try these new features!



# WINNER WINNER

## CHICKEN DINNER

RG Transport thinks all their professional drivers are winners and recent company events made this even more evident. RGT associates enjoyed an evening of Christmas camaraderie and cheer on December 13, 2008. Returning to RGT, by popular demand, was Christmas Casino Night – Western Style. Drivers and staff members donned their best cowboy/cowgirl dress and strategically invested their “play money” toward opportunities to win their favorite holiday gift.

Tom Hale won the grand prize...a weekend for Tom and a guest at Rawhide Ranch (a dude ranch) in Nashville, IN. From her Stetson hat to her shiny comfortable boots, Charity “Cowgirl” Turner impressed the judges and won the Best Dressed Award. Fifty-seven other door prizes and gifts went home with their new winner.

On January 31, RGT officially celebrated the New Year with their Winter Quarterly Safety Meeting. Attending drivers focused on driving hazards related to the ice, snow and the cold temperatures of the season. Drivers were reminded defensive driving skills are critically important this time of year. This includes giving less experienced “four-wheeler” drivers more room on the roadways should they lose control of their vehicle on the slippery surfaces.

At the meeting, three drivers were recognized for operational and safety excellence by winning the Driver of the Month Award. Bob Bright was the winner of the award for October. The November award went to owner operator John Thibeault. The Driver of the Month for December was Ken Roberts. Congratulations to our entire fleet of winners.

# LOSERS!!!

The Health and Wellness E3 team recently sponsored a “10 in 10” weight loss contest for all employees. Participants were paired up into teams of two...with a goal for each team to lose 20 pounds. The contest dates were the absolute toughest for a weight loss challenge...from November, through the dreaded holiday season and ending on January 12th. Hats off to all participants who pushed aside a few holiday goodies in favor of the competition’s larger goal.

An impressive 200 employees (100 teams) signed up for the program and weighed in each week to track their progress. Every time they weighed, our associates were given a “helpful hints” handout to support their task – everything from eating healthier, exercise ideas, how to substitute lower fat/calorie foods during the holidays, etc.

The teams’ final program results showed a remarkable loss of 544 pounds. Over 65% of our participants lost weight and eight teams (16 employees) met the “10 in 10” goal!

Every person on a goal-achieving team received a T-shirt and one month’s free membership to Anytime Fitness. All achievers were also entered into a grand prize drawing for a six-month membership to the fitness center. The grand prize winners were Eddie Wood and Jim Weedling from RG Elwood! Congratulations!

A large thank you goes out to the E3 committee members helping with this worthwhile program: Jen Bowers, Elizabeth Sweeney, Leslie Hare, Jeni Wanner, Norma Whitacre, Marla Crandall, Tamera Whetsel, Melanie Quinton, Jason Owens and Monica Christie.

**Watch for E3’s next “10 in 10” coming up soon.**



Eddie Wood and Jim Weedling

# WHAT ARE YOUR VALUES?

“Brrr! It’s cold outside and my bed feels sooooo warm and comfy. Maybe I’ll just call in. I’ll say I’m sick, or my car won’t start, or maybe the dog ate my alarm clock...I have attendance hours to burn...who would know? My co-workers.....that’s who! They may not miss me personally, but they will miss my performance at work. They will have to work overtime, or maybe twice as hard today to ‘pinch hit’ for me, just because my blankets feel so toasty. No, I’m getting up....I’m going....once I get there, I won’t miss languishing in my Sleep Number...and I’ll have something that no one can take away from me....my integrity”. This could be a quote from any one of our 121 perfect attendance awardees!

Twenty-six employees received Red Gold jackets for their first year of perfect attendance: Bill Hickman, Bob Cheek, Chris Horton, Clint Hall, Dan Rausch, Dean Bennett, Dean Cole, Jeff Bertram, Jeremy Sparks, Jessica Zermenio, John Davis, Kathy Frew, Kyle Weaver, Marty Robison, Matt Cunningham, Matt Green, Michael Goens, Michelle Stewart, Pete Schwinn, Phil Mack, Raymond Everling, Rhonda Eakins, Rick Harvey, Ruben Vela, Sandra Haney and Tim Sayre.

Wearing Red Gold watches for their second year of perfect attendance are: Bill Larkin, Brad Davis, Brian Bright, Clifton Buis, Crystal Cox, Felix Merced, George Peavler, George Robertson, Jerry Holtsclaw, Jerry Meyers, John Wallace, Kevin Hamilton, Kirby Walton, Ladge Gambill, Richard L. Rushing, Richard Street, Roger Cook, Rory Fifer, Stan Studebaker, Twana Hiatt and William Larkin.

Third and fourth year recipients receive Red Gold tumblers and a \$100 savings bond. Third year: Ferrill Chatman, Jason Lloyd, Jennifer Plummer, Jim Roller, Joe Johnson and Meredith Sanders. Fourth year: Al Porter, Chris Stansberry, Deb Shaneyfelt, Derrick Mennsen, Frankie Grondin, John Bailey, Karen Lloyd, Larry Heater, Larry Myers, Tim Boeger and Zindy McCorkle.

Connie Fernung, Jack Monroe, Jeff Capper, Jon Bowland, Judy Chapman, Paula Roberts, Ron Trissel, Terry Grayson and Tom Landers all received their fifth year Red Gold mantle clock.

As employees receive a whopping six years of perfect attendance...not missing any scheduled days, never being late, and never ducking out early, they are awarded with \$100 in cash. This year we have 48 employees who have anywhere from six to fifteen years of perfect attendance.

6 years: Becky Booher, Chuck Curtis, Craig Chriss, Dale Ainsworth, Danny McDavid, David Jessup, David Lloyd, Ed Bickel, Greg Oxley, John Augsburg, Keith Schubert, Kevin Ryan, Patricia Johnson, Richard Planalp, Tim Johnson and Tim Staples.

7 years: Charlie Soden, Gary Goss, Kerry Dailey, Kim Rushing, Kraig Karn, Lindain Brehm, Lois Oxley, Michael Hull, Mike Waymire, Russell Cochran, Stacey Noland and Ted Goodpaster.

8 years: Doug Harris, John Hampshire, Michael Simmons and Rick Matchett.

9 years: Brian Boruff, Debra Gray, John Stinson and Roger Orebaugh.

10 years: Jamey Sisson, Lorra Horlander and Tim Kelich.

11 years: Steve East and Todd Bellamy.

12 years: Jack Parker.

13 years: Joe Galvan, Mario Santiago and Phil Rector.

15 years: Dan Clark, Jerry Turschman and Robert Dougherty.

# 2009 GROWERS BANQUET



The annual Red Gold Grower's Banquet was held recently in Indianapolis as a kickoff to the Indiana Raw Products Conference sponsored by Purdue University. Each year, Red Gold honors its growers and their key employees with an outstanding evening of company news and outlooks, awards presentations and great entertainment. Brian Reichart, President and CEO, started the evening off with his visionary statements about Red Gold's commitment to conducting its business with honor and integrity. Other company speakers included Maurie Fettig, Executive Vice President, giving encouraging remarks about sales and the trends in consumer purchasing that look very positive for the future of Red Gold. Monica Christie, in Sales and Marketing announced to the growers the plans for this year's Indiana State Fair where Red Gold is the primary sponsor for the "Year of the Tomatoes."

The main focus for the evening was the presentation of the 2008 Red Gold Master Grower Awards. Director of Agriculture, Steve Smith, summarized the 2008 growing season challenges; floods, drought, more floods and impending disease problems reduced yields. President Barack Obama's declaration that "you can put lipstick on a pig, but it's still a pig", characterized 2008 as a true "pig" from a grower's standpoint. But the growers persevered through great difficulties and delivered a high quality crop to keep Red Gold's valuable customers supplied for the year. Those growers honored as Master Growers for 2008



were; Cates Brothers Farms, Marion, IN, Chris Daily, Kokomo, IN, Knick Tomato Farms, Union City, OH, Middlesworth Farms, Marion, IN, Phil Miller, Galveston, IN, Morrin Farms, Erie, MI, Stateline Farms, Morenci, MI, Triple S Smith Farms, Windfall, IN, and Wittmer Farms, Kouts, IN.

From this group of Master Growers, the presentation of the prestigious E. A. Reichart Quality Achievement Award, honoring Red Gold's Grower of the Year, was made by members of the Reichart family. Phil Miller was duly honored with this year's award in recognition of his quality production, professionalism and industry leadership, all attributes worthy of receiving an award named in honor of Ernie Reichart. Phil's family has been producing tomatoes for over 60 years.

Danna Dolliver, Senior Agriculture Administration Supervisor, announced the selection of Tony Rohrs as a new member of the Red Gold Grower Action Board, along with giving a summary of the Board's goals. Outgoing chairman, Steve Busch, gave the Board's annual report.

Agriculture Coordinator, Adam Hartley announced the winner of the Innovation Award. Bill Schroeder of Meyer Riverview Farms of Ottawa, OH was selected for his use of flotation tires in their harvesting operation. Agriculture Coordinator, urt Utterback then presented a plaque to Phil Miller for having the best yield guess of the year. Phil had a great evening as he was honored for missing his average yield by a total of only 20 pounds per acre. And finally, Tim Janssen received the fun acknowledgement of being the furthest off of his yield guess.

Comedian, musician and ventriloquist Taylor Mason concluded the evening with a wonderful performance including three different puppets, sometimes speaking all in the same conversation. Several in the crowd became involved in conversations with his characters and Taylor did an outstanding job of intertwining his farming background in the act.

It was truly a fun and informative evening for the 220 growers, guests and company personnel.

## TOMATO CHAOS!

We are proud to announce Red Gold received the Advertising Excellence Award from Private Label Buyer Magazine in August 2008. PL Buyer is a trade magazine for the private label retailers throughout the United States. Each August, PL Buyer commissions a study by Signet Research, Inc. to 1) gauge the effectiveness of advertisements in the issue; 2) determine the readership of retail industry magazines and 3) measure the readers' involvement with PL Buyer.

Based on the August 2008 study, the Red Gold Private Label Conundrum "Tomato Chaos" print ad was the most noticed (75%) and the most read ad (71%) in PL Buyer Magazine.

Red Gold Marketing and Corporate Brands Departments began the Private Label Conundrum ad campaign series in the fall of 2006 and have continued to add new conundrums such as this year's addition for the Juice Family, "When life gives you Tomatoes...We make Juice." Red Gold Corporate Brands are well represented this year in PL Buyer and also the competing trade magazine, Private Label.

In addition, Red Gold was awarded the Category Colonel Award in 2007 and 2008. This award is presented to companies with organizational success and ongoing commitment to a higher standard of excellence. Retailers are asked to vote for Private Label suppliers that have proven themselves to be "best of class" in terms of private label partnership programs.



## CONGRATULATIONS TO THE WINNERS

Congratulations to the prize winners from our last newsletter. Due to an editing error, there were actually two games being played at the same time...Sudoku and a newsletter word count. We had ONE entry for each game, and so each entry was a winner.

The winner for the Sudoku was Steve East, RG Elwood; and the winner for the word count was Annette Long, wife of Jeff Long, RGT. Please join us in congratulating our winners.

## COMPLIMENT

"I just wanted to compliment whoever came up with the latest billboard ad for your company. I work in Columbus Ohio and have enjoyed watching the "Red Gold" billboard come alive!! My drive is always a boring one. Recently, on one very cold winter day, something caught my eye....it was a giant 3 dimensional vine coming off a billboard. I thought, "wow...what does it mean". I enjoyed the vine until a more recent day when low and behold.....there were three dimensional juicy red tomatoes hanging from the vine. So very cool I thought.....but it kept me guessing as I was wondering what in the world was being advertised. Then the secret was revealed when leaves and giant cans of Red Gold Tomatoes finished out the billboard. It was absolutely stunning!! It kept my attention for weeks and the end result was both memorable and enticing. What a wonderful advertising campaign!"  
Consumer, OH



P.O. Box 83  
Elwood, IN 46036

PRESORTED  
FIRST-CLASS MAIL  
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PERMIT #154

## Upcoming Events

EIT Fish Fry	February 21
EIT Daffodil Days	March 18 – 20
State of the Business	Late March

## GLASSES AND CUPS

We all start each year looking for ways to be healthier. One way is to make sure your body is kept hydrated. The amount of fluids needed each day depends on age, gender, activity level and other external factors. Generally, the recommendation is eight-8oz glasses of water each day. That sounds like a lot, but because food contains water, about 3 to 4 cups of water needed by the body comes from the food you eat each day. Water requirements can come from other fluids such as milk, juice, soup and even coffee, tea and soda, but it is important to limit the amount of caffeine or sugar in our diet to the recommended amounts in order to stay healthy. Foods high in water content are also more filling and can help in limiting your calorie intake... great diet tip! Watermelon, tomatoes, eggs, broccoli, grapefruit, lettuce, radishes, spinach, cabbage, and cauliflower are all examples of foods high in water content.

Another means of staying healthy is to eat the recommended amounts of fruits and vegetables. Depending on your age and gender the amounts vary, but generally, 2 to 3 cups of each one is the daily recommendation. Keep in mind, that fruit and vegetable juice drinks can also help you achieve the daily recommendations. Here are some tips on how to include more fruits and vegetables in your diet.

- Keep a bowl of whole fruit on the table, counter, or in the refrigerator
- Refrigerate cut-up fruit and veggies to store for later
- Stock up on frozen vegetables for quick and easy cooking in the microwave
- Buy vegetables that are easy to prepare. Pick up pre-washed bags of salad greens and add baby carrots or grape tomatoes for a salad in minutes. Buy packages of veggies such as baby carrots or celery sticks for quick snacks.
- Plan some meals around a vegetable main dish, such as a vegetable stir-fry or soup. Then add other foods to complement it
- Try a main dish salad for lunch. Go light on the salad dressing
- Include a green salad with your dinner every night
- Order a veggie pizza with toppings like mushrooms, green peppers, and onions, and ask for extra veggies

Source: University of Iowa Hospitals and Clinics

## Personal Milestones

*Italicized Name Denotes Red Gold Employee*

### RG Elwood, Births:

David and Carolyn Ellenberger, James, Nov. 19, 2008  
Timothy Brady and Elizabeth Woelfert, James Mitchell, Dec. 19, 2008

### Marriages:

Jeffrey S. and Joni R. Bertram, Dec. 5, 2008  
Trevor and Michelle (Wilkey) Myers, Nov. 15, 2008

### Retirements:

George Bannister, Jan. 9, 2009, 23 Years of Service in Food Business

### RG Geneva, Marriages:

Marla (Crandall) and Mitch Clauser, Jan. 3, 2009

### RG Corporate, Marriages:

Larry and Julie (Drake) Weaver, Jan. 23, 2009

### Anniversaries:

Michael and Debra Herrmann, June 23, 2009, 30 Years

### RG Distribution Center, Retirements:

Paul Mummert, Jan. 7, 2009, 13.5 Years of Service in Food Business

# RECIPES

## BUDGET STRETCHING CORN-BREAD TOMATO BAKE

APPROXIMATE COST PER SERVING \$.80

MAKES 8 SERVINGS

PREPARATION TIME: 10 MINUTES

COOKING TIME: 40 MINUTES

- 1 pound ground beef
- 1 (14.5 ounce) can **RED GOLD® STEWED TOMATOES** or **RED GOLD® PETITE DICED TOMATOES with ONION, CELERY & GREEN PEPPER**
- 1 (15 ounce) can back beans, rinsed and drained
- 1 (8 ounce) can **RED GOLD® TOMATO SAUCE**
- 1 (10 ounce) package frozen corn
- 2 teaspoons chili powder
- 2 teaspoons cumin
- 1 1/2 teaspoons salt
- 1 (11.5 ounce) can refrigerator corn bread twists

Preheat oven to 350° F. In an ovenproof skillet brown the ground beef; stirring occasionally until brown. Drain well.

Stir in **RED GOLD® STEWED TOMATOES**, beans, **RED GOLD® TOMATO SAUCE**, corn, chili powder, cumin and salt. Stir and heat to boiling. Do not unwind corn bread twists, press gently on top of hot mixture. Bake uncovered for 35 to 40 minutes or until corn bread is brown.

### NUTRITIONAL FACTS PER SERVING

Calories 330, Fat 13g, Cholesterol 35mg, Sodium 1270mg, Carbohydrate 37g, Fiber 4g, Protein 16g, Vitamin A 15%, Vitamin C 15%, Calcium 4%, Iron 20%



## Service Acknowledgments

Recognized once a year  
in the third quarter  
newsletter (August).

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