

Message from the C.E.O.

Everyone in the tomato business knows that every fresh pack is unique, but this year's growing season and harvest just might take the all-time record for "most unusual".

What looked like a head-start during the planting season with the terrific Spring weather, soon gave way to weeks of rain and a major delay in planting. When planting resumed, we were forced to just 'get the plants in the ground' and had to compress our usual elaborate, staggered, planting schedule. Doing this would normally lead to the crop maturing faster than our manufacturing facilities could process the incoming fruit. But then, Mother Nature handed us yet another blow with one of the hottest and driest summers on record. Couple that with all the early rain and it resulted in below average yields for our growers.

With this shortage of tomatoes, the focus was on the peeling lines at the RG Orestes and RG Geneva plants. Both plants ran extremely well, the tomato quality and color was good and even with a short season, we hit all our requirements for whole, diced and stewed tomatoes.

We were so short of tomatoes during the 2010 season that the RG Elwood plant was limited to their smallest fresh pack in over 22 years. It was a difficult season. Elwood was forced to run slow or shut lines down due to lack of tomatoes. But that was not the case this Fall...all the Elwood production lines were extremely busy. Most of the employees are on a 6 1/2 day schedule, keeping up with customer orders and focusing on Peak Performance projects.

The Fresh Pack of 2010 will be remembered for the many challenges the small crop presented. It took a tremendous team effort to produce our fresh pack items, and we accomplished our #1 fresh pack goal to "satisfy customer demand with quality tomato products." Currently, all the plants are busy producing paste pack items, labeling, shipping, and of course preparing for the 2011 Fresh Pack.



Brian

NEW FACEBOOK PAGE

Visit the new Redpack Facebook Page. In the Search box on Facebook, type in Redpack Tomatoes and the new page will appear. "Like" our new page and tell your friends so we can grow our fans. The Redpack page will contain recipes, cooking hints, trivia and even a few engaging questions. Enjoy!



GO WEST YOUNG MAN!

Well...that is if you live east of Alexandria. Otherwise travel whatever direction leads you to the Alexandria Eagles on December 4, for the Red Gold Company Christmas Party. That's where you'll step back in time and enter The Red Gold-Rush, an old west adventure!

When? December 4, 2010, doors open at 6:00pm, dinner is served at 7:00pm, and the party ends at 11:30pm.

Where? The Alexandria Eagles Lodge, located in Alexandria, IN

Entertainment? This year's door prize give-a-way could be a comedy show all its own! After that each facility will put on a performance, and then Kenny K the DJ will take over the dance floor!

Food? OMGoodness...and yes, we meant to type goodness because that is what we can expect from this year's menu. The party will again be catered by Shoup's Country Catering.

And now the question we are all waiting for...WHAT TO WEAR! Close your eyes and picture life in the old west: saloons, gambling, steer wrangling, cowboys, Indians, life on the prairie...dress like that and you'll fit right in!



KETCHUP KORNER

This is a place where you can catch up (Get it?) on news, fun facts, and items of interest about our products, people, and activities.

Did you know that

- the average length of service of Red Gold employees is 7.6 years
- the average age of Red Gold employees is 44 years
- Red Gold awards 12,626 vacation days each year

Quarterly Definitions

Reconditioning – the process by which quality errors in labeling, container appearance, or stacking get fixed to meet acceptable quality levels

Bridge – A structure built to span any type of physical obstacle. For Orestes, this specifically refers to the span of the building crossing Oak Street. into the new production area.

Non-destructive Testing – quality tests completed on our product that do not affect the container or contents, allowing the product to be sent to our customers after the testing. Some examples of this type of testing are weighing of net weights, visual inspections of seams, and inspections of label quality.

WHAT HAS STEWIE BEEN UP TO?



DC Family Tours – October 2 & 3



Red Gold Chili Cook Off – October 9



Kings Island Visit for Halloween
October 30



Stewie, the Ghost for Halloween
October 31

A Day in the Life in the Samples Room

We all know that Red Gold makes many different products, but how do we let our customers know about them? What about those customers that do know all the products we make, but the products aren't available for them to purchase? Did you ever think about how Red Gold lets everyone know when something new and exciting is coming out? There's certainly no question that there is a need to provide a variety of samples to current customers, as well as potential new customers. But, did you ever stop and wonder what is involved with sending out samples and how many samples Red Gold sends out? Diana Ball, who works in the samples room at RG Orestes, and Aaron Ballard, Online Sales in RG Elwood, know the answers to these questions...



Diana Ball



Aaron Ballard

How long have you worked in the samples department?

Aaron: I have worked in the Samples Department for 1 year. I have worked for Red Gold for nearly seven years. Also I worked in the Packaging Department, the Blendroom, and the Lab.

Diana: I have worked in the Samples Department since hiring in, 20 years ago. I do all of RG Orestes samples and most of RG Geneva's, like their pasta sauces, salsas, #10 products, 14.5z canned products and more.

Diana, does anyone help you coordinate getting samples from another facility such as RG Geneva?

Diana: Karen Tunis fine tunes all incoming sample requests before sending them to all three facilities. She emails us the requests and they are printed and dated for shipment. RG Geneva sends me all product from their plant and I combine the order.

What is the procedure for you being notified of the sample request?

Aaron: Once a request is submitted, it is then approved and sent through a data log (Everest). I receive the request via email that contains a Red Gold Control ID#. That number follows the particular order from placement of order through the shipment of order. I handle the shipment of all Elwood products plus a few select products that are produced at the Geneva facility. I handle the online sample requests. Online orders consist of all Red Gold Brand products (Red Gold, Redpack, Tutturosso, and Sacramento). Once the Online Order has been placed, the product ordered is supplied to the Samples Department from the Distribution Center. It is then carefully packaged and shipped via UPS to the customer within seven days of the order being placed.

How long have we had the online sample request system?

Aaron: Red Gold's Online Store has been provided for customers going on three years now.

What types of customers do the online requests usually go to?

Aaron: The online orders typically go to residential addresses. There are select customers who will send Holiday Greetings and/or Birthday Wishes to friends and family with Red Gold gift sets and/or tomato products.

How many online sample requests do you handle in a day typically?

Aaron: Red Gold ships 15-20 Online Orders a week (a full days work). The most requested product ordered would be a close race between our various

diced tomatoes and Mama Selita's Ketchup, with Mama Selita's being the most popular

What types of customers do the regular sample requests go to?

Diana: Sample requests go to existing customers, new and prospective ones. The Marketing Department has contest winners that receive a year's supply and these go throughout the year. We now have several types of shippers that we ship for display on end caps at grocery stores.

Diana, is there one product that you send out more often than others?

Diana: I guess the Dipping and Dunk cups are my hot item along with the 138z PET items. Geneva's salsas and pastas are big also.

Are there any times during the year that you're busier than others? Yes

When and why?

Aaron: Fall/Winter. There are a lot of Fall Foodservice and Showcase Shows that require several display products to be featured. Naturally, online orders pick up in the fall/winter as customers begin to prepare meals indoors more than during spring/summer grilling season.

Diana: Right now I would say is the busiest time, because we have new products and many food shows that are going on all over the country. We have many school shows now and this is a lot of our new business.

Do you have a favorite product that you send out?

Aaron: I have to say the Red Gold Seafood Sauce is a favorite of mine.

Diana: I think the Red Gold Salsa would be my favorite next to Mama Selita Ketchup.

What is your favorite part about working for Red Gold?

Aaron: The thing that I appreciate about Red Gold is that the company works very hard to produce a great product for its customers, and strives for industry success while at the same time showing appreciation back to its employees for a job well done.

Diana: I feel that I have grown as a person in many ways. Working with Tina the first years and learning first hand from her was great, it not only gave me knowledge but much pride in working here. The people I have met during my years here have been very special to me, like the time I spent being neighbors with Malcolm King. I am thankful for my job and the opportunity to say wherever I go that I work at Red Gold! I'm proud to have played a small part in the growth of this great company.

RED GOLD ALL STARS GENEVA MAINTENANCE DEPARTMENT

The department consists of: 1 Manager, 4 Supervisors, 1 Planner/Scheduler, 6 Electricians, 25 Mechanics, 3 Boiler Operators, 1 WWTP Operator, 1 Buyer and 3 Parts Room Clerks.

What we do:

- Process approximately 24,000 work orders per year
- Track and Store over 14,000 active part items
- Support all of our buildings and over 2,500 pieces of equipment
- Support and maintain a year-round Waste Water Treatment Plant (WWTP)

Did You Know?

- Our team has over 307.5 years of Red Gold maintenance experience
- Support Peak Performance with the following program graduates:
 - 1 Black Belt
 - 1 Red Belt
 - 5 Green Belt
 - 6 CIL (Clean, Inspect, Lube)
 - 4 Changeover Effectiveness
 - 8 Problem Solving
 - 1 NVA (Removing Non-Value Added)



First Shift



Second Shift



Third Shift

AWARDS

Since our last newsletter, Red Gold has won three awards for Dry Grocery Supplier of the Year. Pictured to the right is Dallas Harrison accepting the Frosty Acres Award and Bruce Quigley and David Halt accepting the US Foodservice Award. Dan Quigley and David Halt are also pictured accepting the Reinhart award in September! Great job Red Gold Foodservice and everyone in the company that makes awards like these possible!



**JOB WELL
DONE!!!**

NOW SHOWING



For the first time ever, the Distribution Center held Family Tour Days on October second and third. The 1,000,000 square foot warehouse saw 142 guests come through its doors. Our 19 ambassadors greeted and escorted guests on their personal tours, awing them with their knowledge and professionalism.

Guests watched demonstrations with a pallet inverter and the Steinbach's narrow aisle wire-guided trucks. The pallet inverter showed how quickly and efficiently we flip product to different pallet types without manually re-stacking. The Steinbach's demonstration showed how we utilize the vertical real estate to store pallets of ketchup and juice. Visitors also learned all about forklift safety, customer order audits, and the many different sizes of products we ship from the DC.

AN AFTERNOON WITH PAULA DEEN



Paula Deen, world famous TV personality, is coming to Indianapolis on January 15, 2011. Red Gold is one of the sponsors for the event. She will be live,

on stage at the Murat Center. Her visit is a fundraiser to benefit Sycamore Service, Inc., an organization that makes a difference in the lives of individuals with disabilities. Tickets are on sale now at Ticket Master, Livenation.com, the Murat Center box office or by phone at 800-745-3000. Show time is at 2:00 PM and seating is limited, so if you are interested, secure your ticket as soon as possible. Paula is a down-home, strong willed mom who overcame personal tragedy, long odds, financial and physical challenges to carve one of the most effective and wide ranging entertainment brands that exists today. Buy your ticket today and spend an enjoyable afternoon with Paula.



HI HO CHEERIO A KAMPING WE WILL GO

KidzKamp began three years ago as an idea to provide a meaningful activity for the children at RG Orestes and RG Elwood seasonal camps. It takes place under the shelter house in the center of the camp every Saturday morning. Children gather for games, art projects, story telling and snacks

provided by the Eastside Church of God in Anderson. The program is operated and staffed by volunteers from the church. 2010 volunteers were Linda Brown, Co-Director, Inga Baird, Co-Director, Kathy Knox, Chris East, Debbie Brown, Sandy Morgan, Jon Williams Mike Wiese and Pastor Gayle Wiese. "This faith based program is a perfect fit for our families," said Pedro Cardoza, RG Orestes crew leader.

The agenda put together by KidzKamp volunteers included art projects like clay sculpting, decorating pumpkins, cupcakes, sugar cookies and painting a 4 x 16 foot art mural that was displayed in the RG Orestes break room. The church also provided back-to-school backpacks with school supplies for the kids. New to 2011 Kidzkamp will be tutoring services provided by students from Anderson University. They will offer help with homework in the areas of Math, English and Science.

Closely related to KidzKamp, but implemented by a different group is the RG Orestes Boy Scouts of America Venturer Program. Venturing is a youth development program of the Boy Scouts of America. The program is open to camp kids 8-16 years of age and is sponsored by Red Gold. The troop leaders are Tim Ingle, Pedro Cardoza, Ruben Lazaro and Steve Austin. However, the weekly troop meetings are conducted by professional Boy Scouts of America staff. It centers on learning to make ethical choices by instilling the values in the Venturing Oath and Code Experience. Participation is free for our seasonal kids and meetings are twice weekly. Their last meeting of the season was a fishing expedition and campfire cookout. Our volunteers for this year's outing were Brian Reichart, Ruben Lazaro, Erik Johnson (and his son Kevin dressed in full Cub Scout uniform) Michelle Jent, Troy Martin, Gordon Bright and Steve Austin.



DOUBLE EVENTS DOUBLE YOUR FALL FUN

A perfect warm fall day was the setting for the 25th annual Red Gold Chili Cook-off which was held in downtown Elwood on October 9. There were 28 teams competing for the title of best chili in Elwood and 28 vendors selling anything from nuts to jewelry. Entertainment for the event included the Hoosier Starlight's, several vocal acts and a Zumba exhibition.



And the winners were...

- 1st place \$300: DeLong Electric
- 2nd place \$200: Church of God
- 3rd place \$100: First Assembly of God-Women

The Church of God also took home awards for both The People's Choice and The Fireman's Choice (for the hottest chili). The Best Decorated Booth award went to The First Assembly of God.

Congratulations to all of the winners!

Blue Friday was held in downtown Geneva on November 5. The Colts in Motion bus was there along with Crusher and the Colts Cheerleaders. They brought the QB Challenge and the Books for Youth program. Joining the party were food vendors exploiting our senses with yummy food along with other vendors selling fun items.

COMPLIMENT

Just wanted to say that trying your whole canned tomatoes that I purchased at a local Spartan store (who no longer carries it), it brought back memories of my mom's canned tomatoes when I was a child. They were absolutely the best tasting canned tomatoes I've ever purchased. It made me curious as to whether it was really that much better than other products, so I bought Hunts brand and two other brand names, and they were nowhere near as good. In fact, the Hunts brand was full of tomato skins and part of tough tomato cores (on two occasions) which made it clear the big company did not have the best product. I find it hard to find your products, and find the shipping costs online a bit cost prohibitive, but I do keep looking anytime I shop, particularly for whole canned tomatoes and tomato juice. Whatever type or blend of tomatoes you use, don't change a thing! Not even my mother makes it like she used to, so your product is all I've got!

ON THE ROAD AND ONLINE... BUT NOT AT THE SAME TIME!

In late May, RG Transport teamed up with Vertical Alliance Group to provide online safety training for its commercial drivers. The site can be accessed from any computer with Internet access and provides safety awareness on many different topics and situations our drivers encounter everyday.



Fred Caudillo

The site consists of a series of concise five to six minute video modules featuring a narrator, a slide presentation that coincides with the video and a follow-up test that provides immediate feedback based on the presentation content. RGT has its own branded sub-domain, so it appears the driver is logging right into the RGT web site.

"This is definitely an ongoing training tool we plan to use. We have found it to be a very cost-effective way to implement and reinforce continuous awareness of safety practices and behavior," said Fred Caudillo, RG Transport Safety Manager. The plan moving forward is to utilize this platform to add RGT specific materials; such as the Employee Handbook, Standard Operating Procedures, company updates, announcements, benefits information and additional training, based upon our accident statistics.

Here are just a few examples of the training:

- Adverse Driving Conditions
- Distracted Driver: Cell Phones and Texting
- Pre-Trip Approach and Maintenance
- Tailgating
- Changing Lanes
- Hours of Service



WHAT'S RED, GREEN, GOLD and BLACK

In October Green Belt training was held. This training brought the number of employees certified as Green Belts to 137! Green Belt training provides an overview of lean tools. The classes consist of 3 days of classroom training with hands-on learning.

Employees completing Green Belt classes have a basic level of understanding of lean processes and tools and are good candidates for participants in future kaizen events. Green Belt certification is a pre-requisite to Red Belt training, after which employees can lead kaizens.

What You Will Learn:

- 5S Visual Workshop
- Quick Changeover—Setup Reduction
- Non-Value Added Assessment
- Value Stream Mapping
- Problem Solving/A3

What You Will Discover:

- What is Peak Performance at Red Gold
- Why is Peak Performance important
- What role you play as an employee in Peak
- Why we are making these changes
- How change can make your job better and company more competitive

**Be sure to watch for sign-ups at your facility
to volunteer for this training!**

LOOKOUT SQUIRRELS!



This October, all five of the Employees In Touch (EIT) Teams joined together to raise money selling Terri Lynn Nuts. In just 16 days, they sold a total of 1,059 pounds of nuts! RG Elwood sold 411lbs, RG Corporate sold 282lbs, RG Geneva sold 148lbs, RG Distribution Center sold 110lbs, Orestes sold 96lbs and RG Transport sold 12lbs. The nuts will be delivered in time for the holidays. Teams will use proceeds from this sale to fund various community projects and to enhance their co-workers' work lives (pitch-ins, prize give-a-ways, etc).

THE ATTACK THAT KILLS TOMATOES

Many of you may not be aware of a problem that exists with growing tomatoes in the Midwest. The problem is called spray-drift. Tomatoes share the Midwest soil with corn, soybeans, wheat and many other crops. Some of the herbicides used primarily for corn and beans can completely decimate a fresh-fruit crop like tomatoes if the herbicides are sprayed on a windy day and they spread to adjacent fields. This is not a new problem, and we have dealt with it for years. But now we are facing a new challenge...Dicamba resistant soybeans. This is a new breed of soybeans that will allow them to be sprayed with a dangerous herbicide called Dicamba that is absolutely deadly to tomatoes!

Red Gold's focus on being proactive in public policy issues is coming in handy as they begin to address this new and significant threat. Because we have become an important voice for fruit and vegetable production, we were invited to give testimony before Congress. Steve Smith, Director of Agriculture, traveled to Washington, D.C., to warn the USDA and others about the dangers of Dicamba use in the Midwest. He spoke about the importance of preventing the introduction of the widespread use of this weed killer near our tomato crop and all other sensitive crops, including home landscaping and gardens. Chairman Dennis Kucinich was very interested in our concerns, and is demanding all involved to seriously reconsider this new weed killer. This is the third time Red Gold has appeared before Congressional committees that are eager to know what is important to Red Gold and its growers.

UPCOMING EVENTS

Employee Holidays.....	November 25 and 26
Employee Christmas Party.....	December 4
Geneva Kids Party.....	December 4
Madison County Kids.....	December 12
Christmas Party	
RG Transport Christmas Party.....	December 11
Employee Holiday.....	December 24
An Afternoon with Paula Deen.....	January 15, 2011
Growers' Banquet.....	January 18, 2011
Fish Fry.....	February 19, 2011



DOES MY BUTT LOOK BIG IN THESE?

Can a pair of shoes help you burn more calories, tone your butt, banish cottage cheese thighs, and curb joint pain?

The answer depends largely on who you ask.

Rocker sole shoes started as more of a specialty shoe for people with diabetes or ankle problems, but they are increasingly marketed as toning shoes, and many shoe companies are now in on the game. There are some technical and design differences between shoe brands, but the basic principles remain the same.

These shoes have an unstable, strongly curved sole. Walking in them is akin to exercising on a balance or wobble board in the gym or barefoot along a sandy beach. Advocates say that this instability forces you to use muscles that you otherwise would not -- namely those in your feet, legs, butt, and abs -- which could lead to weight loss. The shoes can also change your posture and gait and take pressure off of achy, overused joints.

A new study, released by the American Council on Exercise (ACE), shows that toning shoes including Skechers Shape-Ups, MBT (Masai Barefoot Technology), and Reebok EasyTone **don't** help you exercise more intensely, burn more calories, or improve your muscle strength and tone.

In the new study performed by researchers at the University of Wisconsin-La Crosse, 12 active women aged 19-24 completed a dozen five-minute intervals on a treadmill while wearing Skechers Shape-Ups, Masai Barefoot Technology, Reebok's EasyTone Re-inspire shoes, or traditional New Balance running shoes as researchers monitored how hard they worked, technically called exercise response. A second group of 12 women aged 21-27 performed a similar battery of five-minute treadmill tests in the various shoes while researchers measured muscle usage in their calves, quads, hamstrings, buttocks, back, and abs.

The results? There was no significant difference in calories burned or muscle usage between the four types of shoes, the researchers reported.

Many people do feel that these shoes work because of soreness in different muscles. Don't be fooled. The shoe's unstable sole design does cause wearers to use slightly different muscles to maintain balance, resulting in temporary soreness that will subside as the body adjusts to the shoe.



That said, if these shoes are serving as a motivator for individuals to walk or get moving more often, that is a good thing, even if they don't produce the dramatic toning and calorie-burning results people think they are getting.

Shoe Companies Reaction

Shoe makers are unshaken by the ACE study on toning shoes. Leonard Armato, president of Skechers', stands behind his product 100%. "I have not a doubt that the Shape-Up technology requires you to make a little more effort with each step, burn more calories, and activate more muscles," he says. He does, however, have some doubts about the new study results. "This study is not published in a peer-reviewed journal, and only involved 12 young, fit women who walked for five minutes on a treadmill."

Bill McInnis, the head of advanced innovation for Reebok created the technology used in Reebok's EasyTone line. "Reebok's EasyTone shoes increase muscle activation, but we don't make claims about burning calories or weight loss."

Podiatrist's View

Cary M. Golub, DPM, a podiatrist in Long Beach, N.Y, says toning or rocker-bottom shoes have a place in certain people's shoe collection. For starters, these shoes may help relieve pain among people with heel pain, he says. "They take the pressure off of the heel and give more support to the ankle," he says. Golub's advice: "Break them in slowly for an hour or so. Don't start walking two or three miles in them." www.webmd.com

Personal Milestones

Italicized Name Denotes Red Gold Employee

RG Elwood, Births:

Jim and Lauren Walker, Lacie Elaine, Sept. 28, 2010
AJ and Amie Anderson, Alexis Nicole, Oct. 18, 2010
Josh and Karen Wehlage, Alisha Ann, Oct. 27, 2010
Stephen Faircloth and Jodi Reece, Josie Faye, Oct. 22, 2010
Ronnie and Brittney Bott, Carson Brent, Oct. 26, 2010

Marriages:

Jacob Kitchen and Jessica Eastman, Oct. 10, 2010
John and Chelsea Davis, Oct. 16, 2010
J. Eric and Jai Greene, Oct. 16, 2010

RG Geneva, Marriages:

Ryan Schisler and April Dunwiddie, Oct. 30, 2010

RG Corporate, Births:

Nathan and *Janessa Schwieterman*, Ian Joseph, Oct. 27, 2010

RG Orestes, Births:

Andrew "Joe" and *Chloe Alexander*, Trixy Ignatia, Aug. 10, 2010
Genaro Hinojos and *Starla Ramirez*, Genaro Christiano, Sep. 4, 2010
Mark and *Amanda Groover*, Kinlee Kay, Sept. 30, 2010
Tim Bassett and *Erin Washburn*, Kullan Raymon, Oct. 10, 2010

RG Transport, Anniversaries:

Jerry and *Janelle Penrod*, 35 years, Dec. 23, 2010

RECIPES

BLUE CHEESE DIP

MAKES 15 SERVINGS

PREPARATION TIME: 20 MINUTES

- 1 (8 ounce) package cream cheese, room temperature
- 2 cups refrigerated blue cheese dressing
- 1 (10 ounce) can **RED GOLD® DICED TOMATOES with CHIPOTLE** or 1 (10 ounce) can **RED GOLD® DICED TOMATOES with GREEN CHILIES**, drained
- 1 1/3 cups chopped pecans, toasted

- Beat cream cheese in medium bowl until smooth. Add blue cheese dressing and beat until smooth.
- Stir in **RED GOLD® DICED TOMATOES with CHIPOTLE** and 1 cup of pecans. Cover and chill for several hours or overnight. When ready to serve sprinkle remaining pecans around edge of dip. Serve with cup up vegetables or fruit.

NUTRITIONAL FACTS PER SERVING

Calories 120, Fat 10g, Trans Fat 0g, Cholesterol 15mg, Sodium 430mg, Carbohydrate 3g, Fiber 1g, Protein 3g, Iron 4%, Vitamin A 6%, Vitamin C 2%, Calcium 4%,



Holiday Party Suggestion: Have a platter with fruits and vegetables and then a bowl of dip in the middle. Please use your own ideas as well. I want people to know that this dip is great both with vegetables and also fruit -- apples for sure.

Editing Team: Lisa McMin, Linda Wallace, Renee Dunham, Bethany Johnson, Emily Jones, Alicia Norris, Amy Terry, Susan Geiselman and Selita Reichart

Contributors: Brian Reichart, Theresa Warren, Monica Christie, Mark Getzen, Kris Beck, Beth Haynes, Rich Schroeder, Steve Smith, Carmen Blackford, Steve Austin, Fred Caudillo, John Carlson, Heather Imel and Chris Garbers

Service Acknowledgements

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