Market Segmentation

- Wholesalers
- Retailers
- Food Service
- Military
- Exports
- School Districts
Reduction of Shrink
Forward Contracting
Replenishment—100% Customer Fulfillment
Year round supply
DSD or logistics
Food safety protection
Just in time delivery
Promotional allowances; incentives
Demonstrations
Merchandising support and product rotation
Every day low pricing and promotional pricing
Recipe, POS support
Consolidation
Points of differentiation
Programs tailored to customer initiatives

Supply Side Requirements of the marketplace that correspond to demand trends

- Special Niche
- Fresh/Available
- Convenient packaging
- Proper label declarations
- Consumer friendly
- Food safety--traceability
- Reasonable Quality/Price value ratio
- Logistics/cold storage
- Year round availability
Bucking trends in the 1970’s & 80’s to convert to navels, the Modica family persevered and now the world is able to enjoy the rich special flavor of these antique hand-picked varieties.