

Casey's Recipe Corner

Baked Mac & Cheese Recipe

Sometimes we do not need to look further than our own office to find a delicious tomato recipe. Parker, our sales coordinator was kind enough to share his Baked Mac'N Cheese with us. Thanks Parker for the great recipe and we hope everyone enjoys!

- Ingredients:
- | | |
|----------------------------------|----------------------|
| 1tbsp Canola Oil | 1 box of Elbow Pasta |
| 1tbsp Flour | Red pepper |
| 1tbsp Cream Cheese | Salt |
| 4 cups Sharp Cheddar | Créole seasonings |
| 2 pieces of bread (shredded) | Onion powder |
| 1 clove garlic (diced) | Basil |
| Approximately 6 tomatoes (diced) | |

- Instructions:
1. Heat a pot of water and cook approximately 7 cups of pasta.
 2. Preheat oven to 350 degrees.
 3. Combine 1 tbsp. canola oil and 1 tbsp. flour in a pot. Heat on high until the flour starts to brown.
 4. Dice up the 1 garlic clove and oil and flour mixture. Once sautéed add 1 cup of milk
 5. Whisk and add 1 tbsp. of cream cheese and stir vigorously, then spices to taste using red pepper, salt, Créole seasonings, onion powder.
 6. Once the sauce thickens add 2-3 cups of cheese into the sauce along with 2 cups of milk.
 7. Stir and reduce, taste to see if more spices or garlic are needed. Add diced tomatoes and allow to emulsify. (be sure to keep half of the tomatoes to add as the bottom of the ramekin)
 8. Once pasta is ready, combine and scoop into an oven safe ramekin.
 9. Take bread crumbs and spread them on top of the pasta. Sprinkle cheese on top and bake for 25 minutes.
 10. Enjoy!



What's in Store?

With all of the planning, changes and additions that occur within our industry, and our facilities, it's helpful to reflect on a simple game plan to guide us through confusing times. We want to provide the groundwork for a growing and profitable company by dealing with our customers in a consistent and reliable fashion. In the long run, we sell our reputation, not only for our consistency and quality of product, but our integrity, and honesty as people.

These few lines can help us reflect on all of our dealings, with each other, suppliers, and of course our trading partners.

- Respect is Earned*
 - Honesty is Appreciated*
 - Trust is Gained*
 - Loyalty is Returned*
- Bill Wilber



PRINTED ON 100% RECYCLED PAPER

FRESH FROM THE VINE



NOVEMBER 2013

VOLUME 2 NO. 11

CASEY'S CORNER



On the last day of September, I attended the official opening of the Seeds of Tomorrow Greenhouse in Tactic, Guatemala with my wife Linda, Rebecca (my eldest) and April (my youngest). Monica (my middle daughter) stayed behind for university mid-terms although she would have loved to be there.

With construction complete, and seedlings in the ground, our focus shifts to growing and producing healthy food. First and foremost the harvest will provide for the 1600 (and growing!) kids in the Impact schools and beyond that, the local community as a whole. This requires training the locals how to grow an array of nutritious crops they are not familiar with and the many benefits of eating these healthy foods. We will also focus on ensuring a safe source of irrigation water for the dry season. Water in this area is highly polluted as the rivers provide water and sewage outfall at the same time. Additionally, we will need to find the right nutrient rich varieties that will grow well in the region that the people will want to eat!

It was incredible to see how the project progressed since the original vision and most importantly, how the community has embraced it. There were around 1000 people in attendance, which is remarkable as Tactic has a total population just over 17,500. We were joined by a number of young school kids who sang beautifully and both Les and Rita Peters the founders of Impact Ministries spoke. On top of that, dignitaries from the Police Department, Fire Department, a Judge and a representative from the Education Ministry of Guatemala were on-hand. It was evident from their words that they are very impressed by what we've accomplished and they have a high regard for the Impact Schools.

To help us, we are approaching companies with expertise in these areas (seed companies, biological controls, water purification for irrigation, fertilization etc.) to partner with us in this next phase of the Seeds of Tomorrow Project.

With the support of many, we stand here today having accomplished a great thing. However it is only the beginning, our job is not done.

This area of the world faces immense poverty, malnutrition and little to no education for young developing children. The daily struggle of life at the simplest level is the challenge of getting food to eat from day to day. MANY PEOPLE LIVE WITHOUT HOPE and that is much of what Impact and the Seeds

My wish is that every seed that is sown falls in fertile soil and grows 100 fold, helping to bring hope and health to these impoverished people. I am certain that God will bless the work of our hands.

Crawford



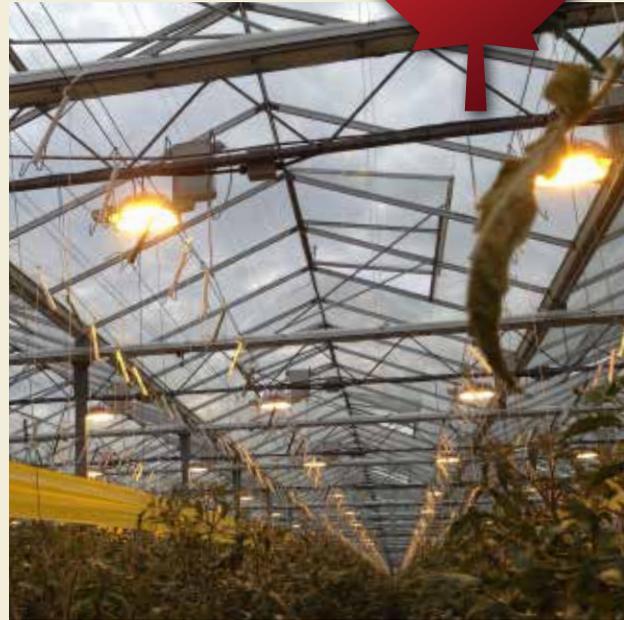
From the "Eh" Team The Challenges of Growing Under Lights.

Delta has completed one year of growing tomatoes under lights. It has been both interesting and challenging in the areas of climate, pest control and pollination.

With the additional lighting, much more attention has to be paid to pipe temperature since the lights produce a considerable amount of heat. High pipe temperature combined with the heat from the lights produce an overly warm and humid environment, whereas too low a pipe temperature can produce condensation, leading to leaf Botrytis. Also, it is more difficult to set a median temperature that the multiple tomato varieties will like.

The biological control agent used against whitefly in tomatoes is the parasitic wasp *Encarsia Formosa*. While the parasitic wasp works very well in natural light conditions, it did not perform well in the winter even though light levels were high under the artificial lights. To counteract this, the *Encarsia* cards were hung higher in the canopy to better utilize the low natural light and slightly higher temperature. Additionally, yellow sticky tape which physically traps the adult whitefly, was hung down every row, just below the top of the plant heads. These new measures resulted in very good whitefly control.

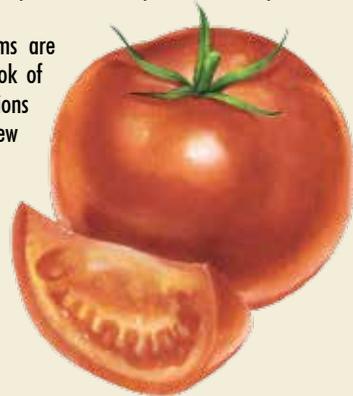
Pollination was another challenge for the winter crops. With lights running 18 hours per day, the bees spent a lot of their time foraging when the flowers weren't open since the flowers only open during natural daylight. This wore the bees out, resulting in poor pollination making it necessary to implement



far more hives than normally required. The solution was to install 'Bee home doors' with timers, on the hives, which opened only during natural daylight hours, thus allowing the bees to operate efficiently on a natural cycle.

Quite often when new systems are implemented, there is no 'book of instructions', and the solutions have to be worked out as the new problems emerge.

- Rick Hendricks
& Shane Boivin



General Manager	Delta, BC	20 years
Distribution Manager	Delta, BC	10 years
Maintenance Supervisor	Camarillo, CA	7 years
Labor Phase 5 & 6 Manager	Camarillo, CA	6 years
Food and Safety	Camarillo, CA	6 years
Maintenance Technician	Camarillo, CA	5 years
Greenhouse Mechanic	Delta, BC	3 years
Shipper	Delta, BC	1 year

Marketing Magic: Year-Round Local



Consumer preference for locally grown continues to grow, but in many cases there is confusion as to what is "Local". For one person or another, it may be products from the same town, county, state or even country. Research tells us that the majority of consumers define local as product grown within their individual state or province.

Over the years, consumers have lost the concept of produce seasonality. While they may cherish the local blueberries at one time of year, their eating habits demand year-round access. This tells us that while consumers prefer locally grown, if they can't buy local, they will still buy. Growing in greenhouses has allowed us to extend the local growing season in Canada and to grow year-round in California.

In fact, the desire to have year-round tomato harvests is what led Casey to California in the first place. Unfortunately even the California winters can't compare to the intensity of sunshine in the summers reducing our overall crop yield and leaving a gap in the marketplace to be filled by imports. Supplemental lighting is one way to counteract this. Both our BC and California facility have tomatoes under lights during the winter ensuring we can deliver what consumers are looking for . . . healthy, tasty and LOCALLY GROWN tomatoes year-round. While the cost of lighting is not insignificant, we see ourselves as leaders within the industry and continually focus on projects such as our Co-Gen, to ensure our model is successful.

If you ever aren't sure as to the value of this investment, take a walk through the grocery store this winter or read the fan mail we publish in *The Vine*. People appreciate what we do, and all employees of Houweling's should be proud!

- David Bell

Main & Vine: Healthcare Changes

Within the past few months, the government has been in the process of resolving the last few issues surrounding the implementation of the Healthcare reform and the relevant components. Houweling's, as a strong believer in employee welfare, currently offers company subsidized healthcare coverage to employees and their families. In the interest of compliance with the newly issued policies, Houweling's has been reviewing their insurance packages and will identify any necessary changes in the near future. With the establishment of Covered California, Houweling's believes it is a great opportunity for individuals to consider other alternatives, or to acquire coverage if they do not already have it. We hope that our employee's welfare and health will continue to remain strong, and that the efforts of the health care changes will improve participation in health care coverage, and further improve employee health as a result.

- Rishi Moorjani
Operations Controller



Quite simply, you have the best tomatoes grown in the US by far. I only buy US-grown tomatoes and yours are truly the most flavorful and home grown. Thank you so much for feeding America. My husband and I applaud you!

Dennis
California



▪ John Skeete	Operations
▪ Don Bowen	Distribution
▪ German Ramos	Maintenance
▪ Salvador Cazares	Operations/Packing
▪ Adan Dominguez	Operations/Packing
▪ Ricardo Castro	Maintenance
▪ Clemens Molenkamp	Maintenance
▪ Brandon Thompson	Distribution