2021/22

John T. Lesley

Award of Excellence
John T. Lesley Award

• First presented to John T. Lesley in 1981

• As a special tribute to Mr. Lesley – the award was named in his honor

• It is presented in recognition of an individual for outstanding leadership and service on behalf of the Florida fresh citrus industry
John T. Lesley Award

“Where it all started”
Born in Winter Haven
1958

Shown here at age 4
Trying to peddle fruit at preschool

A little Dad time

Early Tractor Training.

You’re never too young.
Handsome devil in High School sporting a hair helmet
The Citrus Industry’s Great Communicator.

He published a reflection of the 89 Freeze – from two unique perspectives.

When times present circumstances hard to understand and reconcile, he can somehow capture the moment in poetry.

If you have not read this – its time well spent. Beautiful reflection.
He has found that poetry can deliver an inspiring but hard message more effectively.
John T. Lesley Award

“His Greatest Asset”
Young family living in the grove.

A way of life worth preserving
John T. Lesley Award

“Family”
John T. Lesley Award

“Professional Life”
Grapefruit Packinghouse Tour

Always promote and educate
Visit to Mexico in the 1990’s to visit growers
Compete and represent one of many awards at The Florida Citrus Festival.
Leading through innovative organizational structures to stabilize markets
Recognized for packaging innovations

Packaging For Consumer Acceptance
By Samira Ialy

More than 250 new fruit and vegetable products will be introduced to retailers and shoppers this year. These new products will come boxed, clammed, bagged, or by the bushel and they’ll all be packaged to capture the consumer’s attention. Growers and shippers are discovering that what’s on the outside of the box can be as important as what is on the inside. It’s all about thinking outside the box — both figuratively and literally — when it comes to packaging your products.

Food For Thought:
During the late 1990’s, FFVA Member WM G. Roe & Sons watched as Clementines shipped to the U.S. from Spain began putting the squeeze on their tangerine market share. Their product was as good if not better than the imported tangerines, but for some reason they weren’t getting their share of consumer attention and consumer trial. If the products were the same, then what was the difference? The difference was in how the products were perceived at the consumer level. Simply put, how the tangerines were packaged.

To regain their strength in the market, WM G. Roe & Sons had to re-evaluate their packaging and their customer’s expectations.

“Because there’s no magic formula — just common sense and hard work,” Quentin Roe, VP of Sales and Marketing WM G. Roe & Sons Inc., Winter Haven, Florida.

“The hard part was finding a solution that would allow us to develop and design an effective and efficient way of getting our product to market. After studying the marketplace and studying our consumer, we came up with a system that allowed us to realign our packaging to make it more user friendly,” said Quentin Roe, VP of Sales and Marketing for WM G. Roe & Sons. “What we ended up with was a packaging system that was completely new, unique, and very retailer and consumer friendly.”

What makes Roe’s palletized consumer packaging a real winner is its simplicity. Once the unit is packaged and palletized at the packaging facility, the retailer can put the entire pallet on the floor. Then the consumer simply pulls from the pallet and places the package into their cart.

Roe’s palletized consumer packaging also provides a host of other benefits, including:
1. Labor savings for the retailer — he never has to handle the pallet unless he chooses to do so...
2. Less loss to retailer — the produce is not handled and re-handled...
3. Safer for the fruit — the fruit is packaged in a tamper-proof container that provides a cushion between it and the other containers...
4. Premium grade fruit — the consumer gets a much more consistent product...
5. A clean and complete view so the consumer can see what they are purchasing...
6. Thoughtful sizing — the packaging fits neatly into an refrigerator, and...
7. The packaging is recyclable.

Make First Impressions Count
To make your packaging standout and increase your chances of success in the marketplace, you have understand your customer (retailer) and his customer (the shopper). Finding this information can seem like a daunting task, however, there are plenty of places...
Shiny new
Citrus
Commissioner
1991
Quentin Represented Fresh Fruit Interests on the Commission

He was so critical to the well-being of the fresh segment, he was the only one authorized to wear a blue suit.
John T. Lesley Award

To Quentin
“Fresh” is the Franchise

The “Tangerine” is
Florida’s Marketplace Identity

Pride in the Product is Never in doubt
Always ready to recognize those who support Florida citrus

concerns
By Coral Beach
Staff Writer

One Whole Foods Market in Seattle is recalling fresh-cut organic kale that was chopped in-house because of possible listeria monocytogenes contamination. No illnesses have been reported.

The kale is in plastic containers with packed-on dates of Sept. 15-20. The company issued the recall Sept. 24.

The item has been pulled from store shelves, but the sell-by dates are through Sept. 27, so the retailer issued a recall and is warning consumers to not eat any fresh-cut organic kale from the store in Seattle’s Roosevelt Square, 1026 N.E. 64th St., that was packed on the dates in question.

Libba Letton, a media relations specialist for Whole Foods, said the possible contamination was found during a routine sampling by the state’s agriculture department.

“The Washington State Department of Agriculture did random sampling on a variety of our products that day, and this (the fresh-cut organic kale) was the only positive,” Letton said Sept. 25.

Whole Foods is not conducting any of its own independent

FFVA honors Ahold USA Inc. as Merchandiser of the Year

By Doug Ohlmeier
Eastern Editor

Ahold USA Inc.’s Paul Francis (from left), senior procurement manager of produce, and Chris Keech, category manager for fruit, accept the Florida Fruit & Vegetable Association’s Merchandiser of the Year award from Quentin Roe, president of Noble World Wide, Winter Haven, Fla., on Sept. 24 at the association’s annual convention.
Through the Highs and Lows

Quentin Roe has prevailed and innovated

He has demonstrated leadership in:

Packaging
Merchandising and Marketing
Industry Communications
Product Development
Value add channels
Variety Development and Commercialization
Announcing the Arrival of Juicy Crunch

Pure Joy

A Long Time Coming
John T. Lesley Award

When Leadership is Required, Quentin has stepped-up:

• Former president of Florida Citrus Packers
• Longtime board and Executive Committee Member of FFVA
• Founding board member of New Varieties Development & Management Corp. and past Chairman of the Board
• Served for decades on the Citrus Administrative Committee
• Actively engaged in PMA and United Fresh – now IFPA
• Served on every fresh fruit organization and committee known to mankind
John T. Lesley Award

Quentin J. Roe

2021/22 Winner of the John T. Lesley Award