

The Flexible Flier

SPRING 2001 NEWSLETTER



IFPA 2001



PHOENIX, AZ. ~ APRIL 5-7, 2001 ~ BOOTH #118

Thanks to you, the customer, Golden Eagle enjoyed a tremendous year in 2000. We are truly excited about seeing many of you who made it possible at the upcoming, 14th annual conference and exhibition of the International Fresh-cut Produce Association. We will be occupying booth #118, ready to showcase exciting new products, along with the same quality products you have come to expect from Golden Eagle over the years. This year, we will be giving away ceramic putters with the Golden Eagle logo on them, but you must be present in order to win.

In keeping with our tradition of continued support for the IFPA and the industry, we were proud to recently co-sponsor the consumer survey entitled, "Fresh Focus 2000: Consumer Attitudes and Behaviors Regarding Fresh-cut Produce." Also, this year, we will be co-sponsoring the closing ceremonies being held at the Corona Ranch, a real working ranch on a beautiful Sonoran desert mountainside. A rodeo, casino, and dancing combine to send you off in a truly festive style!

So remember to stop by booth #118, at the Phoenix Civic Plaza Convention Center, to discuss what we can do for you! We look forward to seeing familiar faces at the show, along with meeting new friends. Hope to see you there!



Golden Eagle Extrusions Inc.

THE FLEXIBLE PACKAGING SPECIALISTS

THE IMPORTANCE OF HEALTHY SNACKING

Convenient, easy to eat, and healthy, there are numerous fruits and vegetables that could and should replace the generally unhealthy snack foods that now dominate the marketplace. According to information provided by the Produce for Better Health Foundation, Americans have a love affair with snacking, with 90% doing so an average of twice per day. Unfortunately, fruit and vegetables are involved only 10% of the time. When you look at the top eight snacks, vegetables come in last at 3% and fruits are number 4 at 15%. On average, we eat less than one vegetable snack per month and approximately five fruits per month.



The "Five a Day For Better Health" program started in 1991, to increase consumption of fruits and vegetables to an average of five or more servings a day to improve the health of Americans. Since its inception, consumer awareness of five a day increased from 8% in 1991 to currently over 40%. Although the program is gaining momentum, it still has a ways to go.

We need to put more of an emphasis on fruits and vegetables. A study published in the American Medical Association Journal reported that people who

eat five servings of fruits and vegetables daily lower their risk of stroke. The National Cancer Institute also suggests eating "five a day" to prevent many types of cancer, including lung, breast, colon, prostate, cervix, stomach, and bladder.

We need to get rid of the guilt.

"Snacking is more than OK, it's very important," says registered dietician Connie Diekman,

spokesperson for the American Dietetic Association. "Snacking should be part of your daily routine because most of us cannot eat enough to keep our body fueled for more

than 3 or 4 hours at a time." So, if your daily meals do not include five servings of fruits or vegetables, it makes perfect sense to fill in the voids with healthy snacks.

A very important target market is children. Youngsters can not pack enough food into their small stomachs to sustain their energy supplies until the next meal. Teens, with rapidly growing bodies, also may need the extra calories and nutrients provided by snacking on fruit and vegetables. The bottom line is most people need to snack.

So, let us at Golden Eagle help you

TOTAL CONCEPT PACKAGING

Golden Eagle Extrusions, Inc. is extremely excited to unveil our new line of trays, lidding films, and labels called "Total Concept Packaging." We are now your one stop packaging resource for the total packaged tray.

Golden Eagle is capable of stocking many different types and sizes of trays including clamshell trays. These trays are constructed using quality materials and are of the utmost clarity, and most importantly, can be customized to your specific requirements.



We also offer an excellent line of custom coextruded and laminate lidding film structures to compliment the trays. In designing a total package, compatibility is the key, since your film of choice may not be sealable to your tray of choice. Also, your product may not be preserved correctly in your desired packaging. Careful considerations must be made in choosing the best combination of products. Some of the factors to be considered are the product to be packaged, the level of processing, and the size of the package. Consequently, tray and film permeability and clarity, and tray and seal strength are also very important factors.

To complete the package, we now offer custom designed labels produced to your specific needs. These labels are designed to be applied to the top or bottom of your tray and can be made to whatever size is required. They can also be produced to include any information you may need printed. Our labels are bright and eye-catching and complete the last piece of the puzzle in our "Total Concept Packaging."



So let us help you custom design the perfect tray to compliment your outstanding product. Give us a call at 1-800-634-3355, to discuss your specific and individual requirements.

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market your healthy fruits and vegetables to the masses, with our new, total concept packaging. Our complete line of trays, lidding films, and eye-catching labels can assist

you in accomplishing your goals in marketing fruits and vegetables as fun, healthy snacks. Give us a call at 1-800-634-3355, to discuss your specific requirements

READER APPRECIATION

Golden Eagle truly appreciates all of our customers who take time out of their busy schedules to read our "Flexible Flier", to learn more about our company and industry news. To show our appreciation, we will be giving away free prizes in our "Appreciation Giveaway"! All you have to do is fax a copy of your business card or a piece of company letterhead with your name on it, to (513) 248-8300, stating that you have received this flier. We will draw the winner on April 30, 2001, so make sure you respond prior to that date. There will be two winners drawn, and you will have your choice of the following:

- 13" color television
- ceramic putter with the GEE logo
- compact disc player



**WINNERS WILL BE NOTIFIED
VIA PHONE OR MAIL.**



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