

# Breast Cancer Research to Benefit From Interfresh Citrus Campaign

By Tim Linden

## Focus on Marketing

This fall, buyers of fresh citrus will be able to purchase a special carton of both navels and Valencia oranges from Interfresh Inc., Orange, Calif., that will also result in a contribution to the Susan G. Koman for the Cure program, which benefits breast cancer education and research.

"It is a way to give back to the community and it is also a good way to grow our business," said Interfresh President Chris Puentes.

The idea is the brainchild of Doug Stewart, an Interfresh salesman. "My grandmother is currently fighting breast cancer in Arizona. I can't be there every day but this is my way to be part of the fight and help out," Stewart said.

He was aware of the Susan G. Koman organization and the many activities it sponsors in support of breast cancer research. Stewart had seen the foundation's logo on other commercial products and inquired as to how the program works. Armed with that knowledge, Interfresh made a proposal concerning the use of the "Susan G. Koman for the Cure" name and logo on produce packaging. The firm was granted the exclusive rights on this citrus program. The company has developed a new carton and new label – *Aspire* – for the program.

Interfresh has committed to a minimum donation of \$25,000 for the privilege of being the exclusive citrus partner for the organization, but Stewart and Puentes have set their sights on a much loftier goal. "The program will call for \$1 donation per carton and we have ordered 200,000 cartons," said Stewart.

Puentes added that Interfresh is working with its citrus suppliers on this effort and the \$1 donation will be shared between his firm and its citrus suppliers. He said this type of promotional campaign is called "cause marketing" and indicated that Interfresh is looking for other opportunities. He said the company has every intention of expanding the citrus effort beyond this first three month program. "If this works we will definitely expand



*Doug Stewart with the special carton designed for the charity program.*

it," he said.

Susan G. Koman fought breast cancer with her heart, body and soul. Throughout her diagnosis, treatments, and endless days in the hospital in the late 1970s, she spent her time thinking of ways to make life better for other women battling breast cancer instead of worrying about her own situation. That concern for others continued even as Susan neared the end of her fight in 1980. Moved by her compassion for others and committed to making a difference, Nancy G. Brinker promised her sister that she would do everything in her power to end breast cancer forever. That promise is now Susan G. Koman for the Cure, the global leader of the breast cancer movement, having invested more than \$1.9 billion since its inception in 1982. The money is raised through events and contributions from partners, sponsors and supporters. The organization has become the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.