

PRO*ACT

JANUARY 2025

FRESH TAKE NEWSLETTER

Commodity of the Month:

Citrus

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Partnering

with

PRO*ACT

As we close out 2024, we're excited to share the key highlights of our progress over the last year. Your continued support has been crucial to our growth, and we are proud of the strides we've made together.

This year, we solidified several key partnerships and acquisitions that will drive future growth and innovation. Notably, we acquired Your Way Fresh (add Harvest Sensations?), a leader in produce processing, allowing us to enhance our product offering and broaden our service capabilities. Our diversified portfolio of products and services allows us to reinvest in strategic initiatives, expand our operations, and deliver value to our stakeholders.

Innovation has also been at the forefront of our growth strategy in 2024. We successfully launched our next-generation ERP system, which has received strong customer feedback - we believe this technology will position us as an industry leader in the years ahead. Our ability to navigate the complex and evolving market landscape couldn't be done without our workforce, they remain a key differentiator to better serve our growing customer base and tap into new market opportunities.

As we enter 2025, PRO*ACT is poised for continued growth with a clear focus on innovation, operational excellence, and commitment to customer satisfaction. We are confident in our ability to deliver long-term value to our investors, and we stand by our mission to deliver industry leading fresh produce solutions with unparalleled service and expertise to meet the unique needs of our customers and our strategic partners.

Thank you for your trust and confidence in PRO*ACT. We remain committed to achieving even greater success in the year ahead.



Chip Walker
President & CEO

Sunkist
FARMER OWNED SINCE 1893

**SUNKIST®
ORANGES**

sunkist growers proudly offers a vibrant selection of citrus varieties, including Navel, Cara Cara, and Blood Oranges, each bursting with flavor and packed with nutrients and antioxidants. These juicy fruits are an excellent source of vitamin C, which can help support a strong immune system. Rich in fiber, they also help promote digestive health and maintain a balanced diet. Additionally, their folate content can help contribute to heart health. Whether you're enjoying the classic sweetness of a Navel Orange, the pink-hue of a Cara Cara, or the bold, berry-like flavor of a Blood Orange, Sunkist® oranges are a delicious and nutritious way to brighten your day.

gary laux is a fourth generation Sunkist Grower whose family has been growing oranges in California since 1911. His father visited Porterville in 1956, and decided to buy 20 acres of citrus, which they still own today! Gary's first love is growing things, but he also loves to share what he does with others. He explains how when you take an orange fresh off the tree and cut it for someone to eat, it has this indescribable aroma and taste, and he's here to help share that experience with the rest of the world.

When asked about his partnership with Sunkist, Gary reflects on his family's legacy:

“ When I tell someone that I'm a fourth generation California orange grower, they just stop in their tracks. There aren't many businesses that are family owned and operated for more than 100 years. And our family has been doing it for even longer. My nephew Matt is working with me now, and he will continue the Laux tradition of citrus growing. He's the fifth generation of our family, so hopefully someday we'll be celebrating 200 years as California and Sunkist citrus growers in an orange grove that my father planted in 1956 that he's passed down to us. ”

- Gary Laux



Gary Laux

**TRY THIS
NOW!**

celebrate the season

**TRY OUR CARNE ASADA TACOS WITH
NAVEL ORANGE MARINADE**

*featuring the vibrant flavor of Sunkist® oranges
grown by farmers like The Laux Family.*

It's just so easy to love Sunkist® Navel Oranges - they're a classic! Flank steak is marinated overnight in a sweet marinade made with a navel orange base, and then grilled, sliced, and tucked into tortillas with your favorite toppings. Enjoy!

 **sunkist.com**

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The World of Citrus: A Vibrant Family of Fruits

Citrus fruits are a beloved group of fruits from the Rutaceae family, known for their vibrant colors, tangy flavors, and health benefits. This family includes oranges, lemons, limes, grapefruits, tangerines, and hybrids like tangelos and pomelos. Originating in Southeast Asia, citrus fruits have become staples in global diets and cultures.

Characteristics of Citrus Fruits

Citrus fruits are known for their bright rinds, juicy interiors, and tangy to sweet flavors. They thrive in warm climates and are rich in vitamin C, making them essential for immunity. Their aromatic oils are used in culinary and cosmetic applications.

Health Benefits

Citrus fruits offer numerous health benefits:

- **Boosting Immunity:** Rich in vitamin C to strengthen the immune system.
- **Promoting Heart Health:** Antioxidants and flavonoids support heart health.
- **Aiding Digestion:** High fiber content promotes regularity.
- **Improving Skin Health:** Antioxidants reduce signs of aging.
- **Supporting Weight Management:** Low in calories and hydrating.



Culinary Uses

Citrus fruits are versatile in cooking. Lemons and limes add brightness to dishes, while oranges and grapefruits are popular in juices, marmalades, and desserts. Citrus zest enhances flavors in both sweet and savory recipes.

Economic Importance

Citrus cultivation is a major agricultural industry, with leading producers like Brazil, the U.S., China, and Spain. Citrus is valued as fresh produce and in products like juices, concentrates, and essential oils.



Challenges in Citrus Production

Citrus production faces challenges such as pests, diseases like citrus greening, and climate change. Farmers work to develop disease-resistant varieties and sustainable practices to ensure future cultivation.



Brian Razzari
Sourcing Manager



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**YOUR
FAVORITE
CITRUS
VARIETIES**

LIMONEIRA®
1893

Heritage History Legacy™

Over 130 Years of Sustainable Farming

Premium Citrus



Moving forward by growing together.



Frog Holler Produce is a chef driven produce distributor based in Detroit, Michigan. We strive to provide fresh and top-quality produce and specialty foods throughout the Michigan market. We serve premier restaurants, hotels, country clubs, schools, universities, and national accounts with chef inspired quality and service. Frog Holler's sister company, Preferred Fresh Cuts, allows us to provide fresh cut value-added solutions to all our customers as well as service food manufacturers and other distributors with cut-to-order produce.

Frog Holler Produce is the result of three premier Detroit & Ann Arbor based companies coming together. Through three separate acquisitions by Van Eerden Foodservice between 2012 and 2017, Van Eerden acquired Frog Holler Produce, Simon & Leeman, and Preferred Produce with the goal that one day they would operate together as a unified company. Before merging the independent produce companies together, the Van Eerden's identified each businesses strengths to preserve the qualities and customer-first focus that made them successful. While COVID presented many difficulties during business closures, it gave us an opportunity to consolidate our produce operations to be the unified Frog Holler Produce that operates today.



Over the last 10 years, Frog Holler has grown and expanded our distribution area and the products we offer our customers. In 2022, we created sister company, Preferred Fresh Cuts. The Preferred Fresh Cuts business proudly supplies many food manufacturers and distributors in the Michigan market with fresh cut fruits and vegetables made to order. This has been part of the vision that has kept Frog Holler Produce at the leading edge of produce distributorship in Michigan.

With a continued growth mindset, we are thrilled to announce that Lumetta Produce has joined the Van Eerden & Frog Holler family of companies. Lumetta Produce, a fourth generation produce company based in Metro Detroit, shares in Frog's core values of quality produce and a customer first focus. Frog Holler Produce is once again underway in adding the strengths provided from other Michigan based produce experts. This acquisition shows the constant commitment by the Van Eerden family to focus on its produce roots and the vision and goal to bring Metro Detroit and the entire state of Michigan the best produce delivery experience possible.



STRATEGIC PARTNERS



PREMIUM PARTNERS



KEY PARTNERS



BEYOND PRODUCE PARTNERS





PRO*ACT SUMMIT

August 14-16, 2025

Hyatt Regency Monterey Hotel & Spa
Monterey, CA

**REGISTRATION
IS NOW OPEN**

*"The hospitality for the whole event was off the charts. Enjoyed the produce group meeting and the representation & interaction with our PRO*ACT friends."*

-BiRite

Check your inbox for the invitation, and visit <https://www.proactsummit.com/> or contact marketing@proactusa.com for more info.

