

PRO*ACT

FEBRUARY 2025

FRESH TAKE NEWSLETTER

Commodity of the Month:

Strawberries

IN THIS ISSUE:

Partnering with PRO*ACT - 2
Driscoll's - 3
Fresh Outlook - 4
Naturipe & Featured Distributor:
Vynsrd Fruit & Veg. - 5
PRO*ACT Summit - 6



Partnering

with

PRO*ACT

Your Trusted Partner in Fresh Produce Sourcing

With 35+ years of experience, we are a trusted leader in fresh produce sourcing, offering seamless supply chain solutions and industry expertise to help your business thrive.

Why Partner With Us?

- ✓ Reliable Supply – High-quality fresh produce, 52 weeks a year
- ✓ Streamlined Supply Chain – Simplifying your procurement process
- ✓ Customized Solutions – Tailored to meet your unique business needs
- ✓ Industry Expertise – Knowledge you can trust
- ✓ Food Safety & Quality – A top priority in every step
- ✓ Long-Term Partnerships – Built on trust, service, and mutual success

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.

Let's build success—together.



Mike Gorczyca
Director of Procurement

Happy Valentine's Day!

Driscoll's®
Only the Finest Berries™

**Strawberries
Fresas**

DRISCOLL'S, INC. WATSONVILLE, CA 95077

NET WT 15 oz POIDS NET 425 g

PRODUCT OF MEXICO
PRODUIT DU MEXIQUE

Strawberries will be the featured fruit of this February's newsletter and rightly so. With Valentine's Day being one of the largest strawberry marketing holidays right around the corner on February 14th it is sure to be a hot topic of discussion for growers and buyers alike. Strawberries are thought to have originated in Europe and were first cultivated in ancient Rome. The strawberries we know today are a result of crosses between wild strawberry varieties from Europe, North America, and South America. Today's agricultural industry is seeing many new varieties still being developed every year. These varieties are being bred for specific purposes to minimize vulnerabilities to harsh climates and disease while also striving to improve flavor and texture. The selection and breeding processes can take up to 5 years from greenhouse to final production usage in the market.

In 2023 the United States produced approximately 1.38 million tons of strawberries making it one of the world's leading producers of this fruit. California is the largest producer of strawberries in the United States. This is due to the climate which allows for a 12-month growing season which shifts from central coast California to southern California in the winter months. 2021 estimates showed California harvested up to 36,500 acres of strawberries primarily coming from the Salinas and Watsonville areas and the Santa Maria and Oxnard areas. In 2024 growers were expected to increase acreage to approximately 41,570 acres of strawberries to meet higher consumption demand. Florida is the second largest strawberry producer in the United States accounting for 8,000 acres yielding 240 million lbs. of fresh strawberries per year. Central Mexico produces around 550,000 tons of fruit each year helping to stabilize markets in the winter months.

According to the United States Department of Agriculture (USDA) 94% of American households consume strawberries averaging nearly 10 lbs. of fresh or frozen strawberries per person in those households.

Strawberry consumption is very beneficial to your health. The berries get their red color from anthocyanins. This molecular compound is found in other health beneficial fruits and flowers. Strawberries are also high in antioxidants and other plant compounds found to promote heart health and help promote great blood sugar control.

Putting aside all the technical and statistical information we have provided, strawberries are simply a delicious piece of fruit, and they can be enjoyed year-round which serves to increase their popularity even more. This is especially true with Valentine's Day right around the corner so don't miss out and keep plenty on hand as they will be in heavy demand over the next few weeks.



Mike Moreno
Sourcing Manager

Over 100 years of quality and consistency

Grown to be the best, tastiest,
brightest berries – every time.



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Creative Solutions for the Needs of Every Customer

We carry a full line of fresh produce and offer custom solutions to creatively meet every need. Our processing capabilities, centralized geographic location, dedicated shipping lines, state-of-the-art facilities, and dedicated team ensure produce is prepared to the highest standards of quality and food safety – and our quality guarantee ensures we're caring for people to the best of our ability. We stop at nothing to provide each and every customer with the freshest, highest-quality produce and products possible.



VINYARD.

QUALITY
SINCE
1969

What We Offer

Custom fresh-cut
Centralized Location
LTL Consolidation

Dedicated Freight Lines
Full-Line Fresh Produce
Dependable Service

Don't miss out on our Growers' Tours



Meet Our Keynote Guest Speaker **Paul Mobley**



Paul Mobley is a renowned portrait photographer known for his ability to connect with subjects and create strikingly intimate images. With years of experience capturing everyone from celebrities to everyday heroes, his enthusiasm and risk-taking approach result in unique, timeless portraits.

Beyond his corporate, advertising, and editorial work, Mobley has published four photography books: *American Farmer*, *Everyday Heroes*, *If I Live to Be 100*, and *American Firefighter*. His *American Farmer* exhibition is touring U.S. museums and colleges until 2025. Splitting his time between New York and Los Angeles, Mobley lives with his wife, Suzanne, and their rescued shar-pei, Jessie. He enjoys traveling—especially to Mexico—sampling tequila, and visiting Michigan for his mother's Italian cooking.

Paul will be sharing his journey while documenting *American Farmer*. A stunning series of portraits and direct quotes that collectively chronicle the life of the American farmer. Each image offers an unvarnished and intimate look inside the hardships and joys of a quickly disappearing lifestyle—one that once defined our national identity and now struggles just to keep a foothold.



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