

PRO*ACT

MARCH 2025

FRESH TAKE NEWSLETTER

Commodity of the Month:

Asparagus

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Partnering

with

PRO*ACT

I personally invite you to join us at the PRO*ACT Summit in Monterey CA, where our vibrant community of customers, suppliers, and industry leaders comes together to collaborate, learn, and shape the future of fresh produce. This isn't just another industry event—it's a unique opportunity to build valuable connections, gain forward-thinking insights, and explore innovative solutions that drive our businesses and the industry forward.

This year's agenda is packed with impactful sessions, featuring John D'Arrigo, CEO/President and Chairman of the Board at D'Arrigo's, as our Featured Grower. Gain expert economic and market insights from renowned economist and futurist Anirban Basu, and be inspired by our keynote speaker, Paul Mobley, an accomplished photographer who has traveled the country capturing the powerful stories of farmers.

Engage in meaningful conversations at our Produce Expo, and don't miss the exclusive Growers Tour, where you'll experience fresh produce operations firsthand. The summit is designed to give you the knowledge, strategies, and relationships you need to stay ahead. Registration deadline is March 14, 2025. Reach out to marketing@proactusa.com for more information.

I can't wait to see you there!



Elizabeth Ramirez
Director of Marketing



**HARVEST
SENSATIONS®**
SENSATIONALLY FRESH®



Harvest Sensations: Leading the Industry with Quality, Responsibility, and Year-Round Freshness

Founded over two decades ago, Harvest Sensations has established itself as a trusted leader in the specialty agricultural industry, offering fresh, high-quality products with an unwavering commitment to excellence.

Over the years, the company has built solid relationships with top local and international growers, allowing it to offer a wide range of premium fruits and vegetables.

Its portfolio includes Herbs, French Beans, Snow Peas, Exotic specialties, Bellies, Baby vegetables, and standards that ensure their freshness and quality.

Harvest Sensations operates from two strategic locations in the United States: Miami and Los Angeles, enabling efficient distribution and a quick response to regional demand.

Both facilities are equipped with advanced infrastructure that ensures food safety and quality control at every stage of the process, from harvest to delivery.

Among its standout range of products, fresh Asparagus is the company's signature item. Known for its crisp texture and delicate flavor, Harvest Sensations' Asparagus is highly valued by chefs and suppliers for its exceptional quality.

What sets this product apart is that it is available year-round, ensuring its constant presence in the market and satisfying those who seek the best in freshness and flavor.

This commitment to consistent availability and superior quality has made Harvest Sensations' Asparagus a trusted and sought-after option for industry professionals.

The company continues to innovate and improve its processes, aiming to maintain high standards of quality, freshness, and sustainability in every delivery.

Harvest Sensations®, Sensationally Fresh®

HSMIAMISALES@HARVESTSENSATIONS.COM

HSLASALES@HARVESTSENSATIONS.COM



Elevate Your Offerings
Asparagus

Visit Harvest Sensations' social media and website to discover recipes and tips that will help you highlight Asparagus in your offering, ensuring superior freshness and quality for your customers.

FOLLOW THEM  @harvestsensations



WWW.HARVESTSENSATIONS.COM

Asparagus (*Asparagus officinalis*) is a perennial vegetable known for its distinct flavor and nutritional benefits. It is widely consumed across the globe and is particularly popular in European, Asian, and North American cuisines. This report provides an overview of how and where asparagus grows, how it is harvested, and the numerous benefits associated with its consumption. Asparagus thrives in temperate regions with well-drained, sandy or loamy soil. It requires a dormant period with cold temperatures to encourage spear production in the growing season. Asparagus is primarily grown in the United States (notably in California, Michigan, and Washington), as well as in countries such as China, Germany, Mexico and Peru.

The plant is propagated from seeds or crowns (one-year-old root systems). Once planted, asparagus takes about two to three years to establish before it can be harvested regularly. The spears emerge in early spring, continuing to grow through the warmer months. A mature asparagus plant can produce for up to 15 years if properly maintained.

Asparagus is harvested when the spears reach a height of approximately 6 to 8 inches. The spears are cut or snapped off at ground level using a sharp knife or special harvesting tool. Harvesting typically occurs daily during peak growing seasons to ensure the best quality and tenderness of the spears. After the harvesting period, the plant is allowed to grow into a fern-like state, which helps replenish its energy for the next growing season.



Health Benefits of Asparagus Eating asparagus provides numerous health benefits due to its rich nutritional profile:

1. **Rich in Nutrients** – Asparagus is an excellent source of vitamins A, C, E, and K, as well as folate, fiber, and essential minerals like potassium and iron.
2. **Supports Digestive Health** – The high fiber content in asparagus promotes healthy digestion and helps maintain gut health.
3. **Antioxidant Properties** – Asparagus contains antioxidants such as glutathione, which help reduce oxidative stress and protect against chronic diseases.
4. **Heart Health** – The vegetable's high folate and potassium levels contribute to maintaining healthy blood pressure and reducing the risk of cardiovascular diseases.
5. **Diuretic Effect** – Asparagus is a natural diuretic, helping to remove excess fluids and salts from the body, which can be beneficial for individuals with high blood pressure or edema.
6. **Supports Pregnancy** – The folate content in asparagus is essential for fetal development, making it a beneficial food for pregnant women.



In conclusion, asparagus is a highly nutritious and versatile vegetable that thrives in temperate climates and requires careful harvesting to maintain quality. Its numerous health benefits make it an excellent addition to a balanced diet. Whether steamed, roasted, grilled, or added to dishes, asparagus is a valuable vegetable both for its taste and its positive effects on overall health.



Steve Cagle
Sourcing Specialist



Experience Dole Quality, Food Safety & Logistics



Founded in 1940, Hector Larivée is a fourth-generation Quebec-based family business specializing in the distribution of fresh fruits and vegetables. Starting as a modest vendor at Montreal's Bonsecours Market, the company has grown into a leading distributor in Quebec's food service industry. They serve a diverse clientele, including fine dining restaurants, institutions, bistros, cafeterias, hotels, and chain restaurants, delivering high-quality produce sourced locally and globally. With over 77 years of experience, Hector Larivée combines traditional expertise with modern techniques in handling, storage, and distribution, maintaining a strong commitment to sustainable development.



Meet Our Guest Speaker

Economist - Anirban Basu

Chairman & CEO of Sage Policy Group, Inc

The Good, The Bad, & The Ugly

Join us at the PRO*ACT Summit for an insightful talk with renowned economist Anirban Basu! As Chairman & CEO of Sage Policy Group, Inc., Anirban is a leading voice in economic and policy analysis, serving as Chief Economist for multiple organizations. Named one of Baltimore's most powerful business leaders, he brings a wealth of expertise on market trends, economic forecasting, and the forces shaping our industry.



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



Don't Forget to

Register!

Registration Deadline:
March 14th



Upcoming Events

MARCH

COME SEE US AT THE



**SOUTHERN
EXPOSURE™**
**PRODUCE
MEANS
FAMILY**
MARCH 6-8, 2025
ORLANDO, FLORIDA



Chip Walker
CEO



Brian Kane
COO



Mike Gorczyca
Director of Procurement



Joey Piedimonte
Sourcing Manager

PRO*ACT

COME SEE US AT THE



Jane Ackerman
Business Development
Manager



Sam Ramirez
Customer Success
Manager

PRO*ACT

2025 STRATEGIC SUPPLY PARTNERS

STRATEGIC PARTNERS



PREMIUM PARTNERS



KEY PARTNERS



BEYOND PRODUCE PARTNERS



PRO*ACT

NEW SUPPLIERS 2025

Enhancing our network with top-tier partners to bring you superior quality and service. For more information, email the PROACT contact listed below.



- Website: [Hapco Farms](#)
- Location: East Coast
- Product Mix: Watermelon, Potatoes, Dry Vegetables, Citrus, Berries



- Website: [Franks Produce](#)
- Location: Nogales, AZ
- Product Mix: Dry Vegetables, Tomatoes, Blueberries



- Website: [Kaliroy Produce](#)
- Location: Los Angeles, McAllen, Nogales
- Product Mix: Tomatoes (Year-Round Round Program)



- Website: [Southern Corp Packers](#)
- Location: Immokalee, FL
- Product Mix: Watermelon, Dry Vegetables, Tomatoes, Beans



- Website: [Buona Foods](#)
- Location: Landenberg, PA
- Product Mix: Mushrooms



- Website: [Southeast Family Farms](#)
- Location: Florida
- Product Mix: Potatoes



- Website: [Ratto Brothers](#)
- Location: Modesto, CA
- Product Mix: Greens, Herbs, Lettuce, Specialties



- Website: [Pure Flavor](#)
- Location: Georgia
- Product Mix: Vegetables



- Website: [South Mill Champs](#)
- Location: National
- Product Mix: Mushrooms



- Website: [Bandwagon Produce](#)
- Location: Los Angeles, CA
- Product Mix: Specialty Items



- Website: [Bear Mountain Orchards](#)
- Location: Pennsylvania
- Product Mix: Apples



- Website: [Wish Farms](#)
- Location: California, Mexico, Florida
- Product Mix: Strawberries



- Website: [Stella Farms](#)
- Location: Multiple Locations
- Product Mix: Pineapples, Melons, Tomatoes



- Website: [TMC](#)
- Location: South Texas
- Product Mix: Tomatoes

Contact procurementmonterey@proactusa.com for more information

PRO*ACT

ALL SUPPLIER LIST

VISION PRODUCE
TMC PRODUCE SOLUTIONS
TOPLINE FARMS
WASHINGTON FRUIT & PRODUCE
BAJA SON GROWERS
WPSFRESH
PALUMBO FOODS
CHRISTOPHER RANCH
PACIFIC INTERNATIONAL MARKETING
GOLD COAST PACKING
STARR RANCH GROWERS
WM BOLTHOUSE FARMS INC
GOODFARMS
BONIPAK PRODUCE
SUCCESS VALLEY PRODUCE
BASCIANI FOODS
EARTHFRESH FOODS INC
A. DUDA & SONS
GR FRESH
SUNGLO-IDAHO.COM
SOL GROUP MARKETING
KINGSBURG ORCHARDS
SUPERFRESH GROWERS
EMERSON ELECTRIC CO.
FOXY PRODUCE
AGRO-JAL FARMS
MALENA PRODUCE
ACTION PORTABLE TOILET SERVICE
OPPY
OCEAN MIST FARMS
THE SALAD FARM
PRIME TIME PRODUCE
FORTUNE GROWERS
FIVE CROWNS, INC
SUPERIOR SALES INC
HITCHCOCK FARMS
I LOVE PRODUCE
NUNES COMPANY INC.
SALAD SAVOY CORP.
SALAD FARM
OCEAN MIST
GILLS ONIONS LLC
BOSKOVICH FARMS INC
GOLD COAST
DYNASTY FARMS INC
BRAGA FRESH FAMILY FARMS
CLASSIC SALADS
BONITA PACKING CO.
DUDA FARM FRESH FOODS INC.
AGRO JAL FARMS
VEG-FRESH FARMS
CALIFORNIA GIANT INC
ANDREW & WILLIAMSON SALES CO. INC / GOOD FARMS
SUCCESS VALLEY PRODUCE
BOBALU

TAT-ON
KIRSCHENMAN ENTERPRISES, INC
PROGRESSIVE PRODUCE
SOUTH MILL MUSHROOMS SALES
BASIN GOLD
ONIONS 52
MONTEREY MUSHROOMS INC.
EMMERSON
GIORGIO
EARTH FRESH
SUN GLO
POTANDON
HMC FARMS
EVANS FRUIT
NORTH BAY PRODUCE
RPE
DEL MAR PACKING
SIERRA PRODUCE
OPPENHEIMER & COMPANY 1 LLC
ONEONTA STARR RANCH TRADING
KINGBURG ORCHARDS
A.V. THOMAS
BASCIANI FOODS INC.
SOL GROUP MARKETING COMPANY
WIERS FARM
MARENGO FOODS
SUNSETÂ®
MCDANIEL CHIRICO
PRIMETIME
RIGHETTI FARMS, LLC
WONDERFUL
MALENA
SUMMIT HARVEST
DOMEX
WHOLESALE PRODUCE
SUNFED
L&M COMPANIES
LIPMAN FAMILY FARMS
IPR FRESH
IRIGOYEN
LIVE OAK
FRONTERA PRODUCE
FRONT ROW PRODUCE
FRESH FARMS LLC.
DELCAMPOMAIL.COM
WESTFALIAFRUIT
BETTER PRODUCE
GR PRODUCE
KINGSTON FRESH
CALAVO GROWERS OF CALIFORNIA
BOOTH RANCHES LLC
KERN RIDGE
HARVEST SENSATIONS
DIMARE FRESH

Contact procurementmonterey@proactusa.com for more information