

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

APRIL 2025

FRESH TAKE NEWSLETTER

Commodity of the Month:

Carrots

IN THIS ISSUE:

Partnering with PRO*ACT - 2
Grimmway Farms - 3
Fresh Outlook - 4
Transition & Featured Distributor:
Pacific Coast Fresh Co. - 5
PRO*ACT Summit Guest Speaker - 6
Upcoming Events - 7



Partnering

with

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

Greetings PRO*ACT Distributors, Suppliers, and our valued end users! As we navigate some changing times, it is reassuring to know that all our products are really a necessity in retail and foodservice. We will continue to keep you informed on the latest changes and regulations!

Within PRO*ACT we are excited as we end quarter 1. We have seen growth in most facets of our business and have some nice tailwinds as we enter quarter 2 and beyond. We have added scores of new suppliers, distributors, and operators nationwide. To keep that momentum moving forward we have added additional team members to focus on East Coast and Texas valley sourcing!

Finally, we look forward to our gathering April 14-17 in Monterey for our 2025 Summit! Turnout looks to be good and we have a great agenda. Most of all we get to engage with all our valued partners as we reflect on the industry and gain knowledge. Be on the look for our 2026 Summit announcement in Florida! Let's keep Connecting Farms and Empowering Kitchens.



Rich Hall
EVP of Sales & Marketing



CRINKLE CUT

Carrot Sticks

Introducing, crinkle cut carrot sticks! This unique offering is expertly cut into a crinkle cut fry shape, ideal for baking or frying to a crispy perfection or enjoying raw with your dip of choice. They're the perfect snack or side dish that's low in calories and full of essential vitamins and fiber.

AVAILABLE PACK SIZES:

- 2/5lb (ProAct Code# 35209)
- 4/5lb (ProAct Code# 35211)
- 25lb (ProAct Code# 35210)



Take advantage of Grimmway's 12+ value-added carrot cuts for increased inventory control and yields with 100% usable product, reduced personnel training, and overall cost savings. For more information, please contact your distributor or call Grimmway sales at 661-845-9435.

California Carrots: A Harvest of Flavor and Nutrition

California's fertile soil and ideal climate make it a top producer of high-quality carrots. Known for their sweetness, crunchiness, and vibrant color, California carrots are enjoyed worldwide.

Growing Conditions

The state's Mediterranean climate—with warm summers and mild winters—creates perfect conditions for growing carrots. Areas like the Imperial and San Joaquin Valleys produce some of the sweetest carrots, with multiple harvests each year ensuring a steady supply.

Varieties of California Carrots

California grows several varieties of carrots, including:

- Nantes: Sweet, cylindrical carrots often used in both raw and cooked dishes.
- Emperor: Large carrots, ideal for juicing.
- Baby Carrots: Small, tender carrots popular as snacks.
- Rainbow Carrots: Colorful varieties that add visual appeal and nutrition.

Nutritional Benefits

Carrots are rich in beta-carotene (vitamin A), antioxidants, fiber, and vitamins C and K. Low in calories and fat, they support healthy vision, immune function, skin, and digestive health.

Economic Impact

As one of the top carrot producers in the U.S., California's carrots are exported globally. Farmers use sustainable practices, ensuring high-quality production and minimal environmental impact.

Culinary Uses

California carrots are versatile, used in salads, soups, roasted dishes, smoothies, and snacks like carrot sticks and chips. Their natural sweetness makes them a favorite ingredient in both savory and sweet recipes.

Sustainability and Future

Many California farmers are adopting organic practices and water conservation techniques to ensure the long-term success of carrot farming. With advancements in technology, the future of California carrots remains bright.

Conclusion

California carrots represent the state's agricultural excellence, offering flavor, nutrition, and sustainability for years to come.



Brian Razzari
Sourcing Specialist

Transition & Featured Distributor

We are moving towards much warmer weather in the Yuma growing region, which means it's time for the big Transition up north to the Salinas Valley!

Transition is a biannual shift in the world of produce, where growers move their entire harvest and operations from Yuma, AZ, to Salinas, CA, to ensure a year-round supply of fresh produce.

This year the bulk of suppliers will be live in Salinas by April 14th.

PRO*ACT serves as a trusted source for fresh produce solutions. Collaborating closely with growers to ensure seamless communication throughout the supply chain, from timing and availability to product quality, enabling us to better cater to our consumers during the transition.

We communicate early and often with our suppliers to provide you relevant updates on:

- Transfer availability
- Logistics updates to minimize picks on trucks
- Quality specs
- Growing conditions and availability



Steve Cagle
Sourcing Specialist



Since 1977, Pacific Coast Fresh Company has been passionate about delivering the **best in fresh**, and for three generations we've continued to **connect farms to families** by creating trusted relationships.

As **experts in the produce industry** we know how to tailor our services to meet your needs. Today, we offer more than just produce — including dairy, protein, prepared foods, and more.



With warehouses in Portland, OR and Kent, WA, we carry a full range of fresh products year-round. We source from multiple regions to ensure quality, consistency, and seasonal availability — so you always get the best, when you need it.



We'll be there.

This is our commitment to customers and fellow employees alike. It's our word-of-honor reassurance that we'll always show up, even in the most challenging moments.

Because that's what Family does.



Meet Our Guest Speaker

John D'Arrigo

*President, CEO, & Chairmen of the Board of
D'Arrigo California*

John D'Arrigo is the President, CEO, and Chairman of the Board of D'Arrigo California, a fourth-generation, vertically integrated grower, packer, and shipper of fresh vegetables. Leading the company since 1992, John has played a pivotal role in advancing its legacy—spanning over 100 years—through industry leadership and innovation. A pioneer of automation and mechanization, John has led advancements in robotic harvesting, flow wrap packaging, and precision farming. He also drives sustainability initiatives, including solar energy production, drip irrigation technology, and environmentally friendly packaging. Beyond his contributions to agriculture, John is deeply committed to philanthropy. He actively supports local nonprofit organizations dedicated to helping children, youth, and families, ensuring they have access to essential resources, medical care and educational opportunities. Additionally, he provides funding for agricultural research initiatives, helping drive advancements that benefit both farmers and the broader industry.



PRO*ACT
SUMMIT

For full agenda details visit <https://www.proactsummit.com/>

Upcoming Events

APRIL

COME SEE US AT THE



April 10-12, 2025

Joey Camacho
Sourcing Specialist



Meyree Escobar
Account Manager Supervisor



PRO*ACT

