

PRO\*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

JUNE 2025

# FRESH TAKE NEWSLETTER

Commodity of the Month:

Onions

## IN THIS ISSUE:

Partnering with PRO\*ACT- 2

JC Watson - 3

Featured Distributor: Premier  
ProduceOne. & Grimmway Supplier  
Training - 4

Fresh Outlook - 5

Upcoming Events - 6



Partnering

with

PRO\*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

The IT team is pleased to share some important updates on key initiatives underway. These efforts are centered on regulatory compliance, enhanced system integration, and increased operational resiliency across the PRO\*ACT network.

### System Integration Enhancements

We are actively working on multiple system integration projects. These integrations are delivering benefits to our partners by reducing manual data entry, minimizing errors, and accelerating the order fulfillment cycle. The result is better data quality, faster processing, and a more seamless experience. If your company is not yet integrated with us, please reach out when you are ready to automate with us. Whether through EDI, API, or other methods, our team is ready to support your onboarding and help identify the most effective options.

### ERP Progress

We are also working through the final stages of our broader ERP rollout. After productive discussions and feedback, we have reworked how line items are added and deleted within the system. The updated process intends to preserve the line order of the system we are communicating with, which aims to enhance our partners' experience across platforms.

### Advancing FSMA 204 Compliance

In parallel, we continue to make steady progress toward compliance with FSMA Section 204. Although the U.S. Food and Drug Administration has announced a planned extension of the compliance deadline by 30 months to a tentative date of July 20, 2028, we are not slowing down. Instead, we are using this additional time to develop a robust, long-term solution. In partnership with iTrade, we are implementing a fully compliant traceability solution. Our approach will support multiple methods for sharing data, with the EDI Advance Ship Notice serving as the primary method for transmitting Key Data Elements. We expect to have all technical systems and connectivity in place within the next 14 months, giving our partners more than a year of buffer before the new compliance date. This timeline allows for thorough testing, validation, and collaboration to ensure all requirements are met ahead of schedule.

### Building Operational Resiliency

We are continuing to invest in strengthening our technology environment to ensure greater reliability and resiliency. This includes maintaining redundant systems, validating backup processes, and preparing contingency workflows. These initiatives support uninterrupted operations and reinforce our commitment to being a reliable and trusted partner.

We look forward to keeping you connected, informed, and ready for what is next.



**William Foster**  
VP of Technology





## TECHNOLOGY & SUSTAINABILITY



We have a lot of new things going on at J.C. Watson Packing Company! We broke ground on our new facility that will be up and running in the 2025 - 2026 packing season. Our 5th generation of girls were up front doing the groundbreaking for the state-of-the-art facility that will nearly double the capacity we are currently doing. It has internal camera systems and will have fully automated lines for better sizing, palletizing, and bagging.

On the farm side, we have invested in some exciting new equipment that has allowed us to be more efficient with our weed control. Sustainability on our onion ground has been a top priority at J. C. Watson. The ecorobotics sprayer is an ultra-targeted robotic sprayer that applies herbicides, fungicides, insecticides or fertilizers. This sprayer uses AI with high-speed processing and machine learning to enable rapid decision-making in the field.



We are also utilizing a drone sprayer this year which has given us the ability to spot spray fields as well as not disrupting soil and onions. This gives us more flexibility if we have rain to still be able to spray and to utilize the least amount of product and still be efficient.

## ONION UPDATE

Currently we are shipping fresh onions out of California and just started out of New Mexico. The Imperial crop is finishing up over the next few weeks and Central California and New Mexico will finish up the fresh crop season of onions before we move to Idaho Storage Crop. Fresh onions are typically shipped within a week of harvest. These onions have lighter skin and a bit shorter shelf life than a storage onion. Keep in mind that pulp temperatures are always higher and its very important to get ambient air once delivered.

### CENTRAL CALIFORNIA

Central California is starting up June 5th with all colors. The crop is a bit smaller sized but should mature as we get into their main season crop. This crop will take us to transition back up to Idaho in mid August.



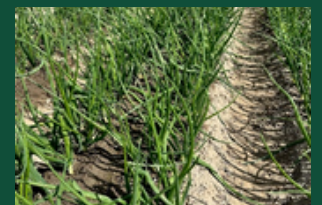
### NEW MEXICO

Crop is looking very healthy and strong here. Availability is good and plan to ship out of this location until Idaho transition.



### IDAHO STORAGE CROP UPDATE

Our crop is progressing along in Idaho Eastern Oregon. We have some nice early transplants that are progressing very nicely and some early onions that have progressed well even with the cooler weather. The main season crop is a little behind due to some spring rain delaying some planting. If the weather continues to get warmer, we are hoping for some catch up with some warm summer temperatures.



# Supplier Training Webinar

Join us for an exclusive training with Grimmway Farms, designed to enhance your agricultural expertise with insights into cultivation techniques, quality standards, and product care.



June 18, 2025



10:00 am PST

**RESERVE YOUR SPOT**



[www.proactusa.com](http://www.proactusa.com)

In 1948, four Pavlofsky brothers started Mush & Sons in the basement of their family grocery store. After graduating from college, brothers Gary and Erv Pavlofsky took over the business, naming it ProduceOne and growing it from a local produce company to one of the largest produce providers in Southern & Central Ohio.

A chance meeting between Tony Anselmo and Anthony Rossi at The Northern Ohio Food Terminal led to the creation of Premier Produce and Specialty Foods, a produce company that earned a reputation for superior quality and commitment to excellence throughout Northeast Ohio.

The Pavlofsky brothers, Anselmo and Rossi saw an opportunity to collaborate. In 2013, they officially merged their two companies forming Premier ProduceOne and began offering statewide coverage to its customers.



  
**Premier ProduceOne**



## Onion Market Update

The onion market remains strong in the California desert region with shippers are expected to cease operations starting the week of June 9. Temps in the low 100s has caused some concern on sunburn damage. These onions are harvest, packed, and shipped within 72 hours of leaving the field.

Onion harvesting in Central California started week of 6/2 and Stockton will begin during the week of June 9. Growers are anticipating strong yields, and new crop availability will bring updated pricing to the market. Onions of all colors in California can be transferred to our crossdock with a 48 hour lead time.

New Mexico is preparing for the release of its fresh onion crop, which will become available in the coming weeks. This region will add to the overall supply as the season progresses. Weather will be a driver in availability over the summer.



**Joey Camacho**  
**Sourcing Specialist**

# Upcoming Events

## JUNE

COME SEE US AT THE



**LSG**  
Sky Chefs

COMPANY MIXER – DALLAS

June 19, 2025

**Crystal Clifford**  
*Regional Sales Manager*



**Dan Krow**  
*Sr. Director of Sales Operations*



**PRO\*ACT**  
CONNECTING FARMS | EMPOWERING KITCHENS™