

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

JULY 2025

FRESH TAKE NEWSLETTER

Commodity of the Month:

Potatoes

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Partnering

with

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™



How PRO*ACT's Commitment to Employees Benefits You

At PRO*ACT, we believe great service starts with great people — and we're proud to invest in our employees so they can deliver exceptional results for you. Here's how our people-centered approach benefits your business:

- **Highly Trained, Industry-Savvy Teams**

- We invest in continuous learning and leadership development, which means our employees bring best-in-class knowledge, innovative thinking, and produce expertise to your business every day.

- **Engaged Employees Deliver Better Service**

- We foster a culture of respect, recognition, and belonging — and when people feel valued, they go above and beyond for our customers.
- Our strong retention and internal growth opportunities mean you're working with people who know your business inside and out — and are here for the long haul.

- **Accountability Through Empowerment**

- We trust and empower our employees to make decisions and solve problems quickly, giving you responsive service and confident solutions. Empowered employees stay with PRO*ACT... with low turnover and strong internal communication, your service team stays consistent — reducing the learning curve and improving efficiency.

- **Purpose-Driven Culture**

- Our team knows they're part of something bigger. When employees are connected to our mission, they bring passion and pride to everything they do — and it shows in every customer interaction.

- **Employees Who Advocate for Customers**

- We encourage proactive thinking and cross-functional collaboration, so our employees are always looking for new ways to support your success.

- **Well-Treated People Treat People Well**

- Simply put: when our team members feel supported and respected, they pass that positivity and excellent service on to you!

We are proud of the talented, driven individuals that make up our team and we believe when you work with PRO*ACT, you are not just gaining a partner—you're gaining an extension of your own team, committed to achieving shared success.



Dana Marshall
Director of Human Resources



Wada Farms

MARKETING GROUP, LLC

With the pursuit and passion for growing high-quality, nutritious foods, Wada Farms was founded in Pingree, Idaho by founder, Frank Wada and his wife Agnus. Today, this third-generation family-owned business has transformed into a grower/shipper with a packaging facility, truck fleet and a national produce marketing arm that markets, russet, red, yellow, and chipper potatoes, as well as sweet potatoes, onions and much more.

Unsurpassed Freshness, Versatility, and Great Tasting Produce

INVESTING IN YOUR GROWTH

Wada Farms continues to lead the potato industry with a range of integrated services designed to simplify and consolidate your requirements, from marketing support, growing, packing, shipping, and innovative insights on conventional, organic and value-added products.

(888) BUY-WADA
www.WADAFARMS.com



WHAT WE GROW



GROWING TOGETHER WITH PRO*ACT

Proud PRO*ACT Potato Supplier • Learn More at www.EagleEyeProduce.com



ABUNDANT BEAUTY

In season now - berries, cherries & the organic black seedless watermelon



CHARLIE'S PRODUCE
CULTIVATING FRESH

Potato Market Update

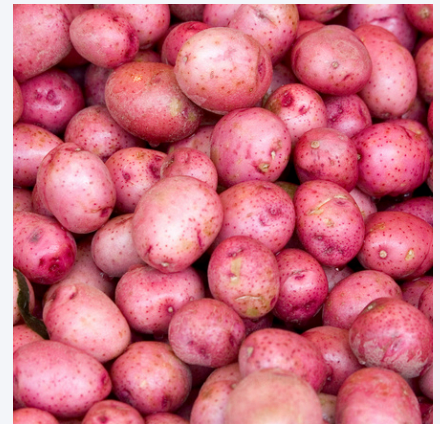
Potato Market Update: Shifts in the Spud Scene

As we move through the final stretch of the current potato crop, we're seeing a noticeable shift in sizing—particularly among Russet varieties. The trend is tilting toward smaller spuds, which is typical this time of year but still worth keeping an eye on. Norkotahs, which have been a staple in the market, are phasing out, making way for Burbanks to take center stage. These late-season Burbanks will carry us through until the arrival of new crop.

Speaking of the new crop, things are looking promising in the fields. Early indicators suggest healthy plant development, but the most critical weeks lie ahead. Growers are watching closely as the plants enter key stages for tuber bulking and overall health—factors that will directly influence sizing, quality, and yields.

In terms of pricing, we anticipate moderate upward pressure, especially on 10oz and larger sizes, as availability tightens toward the end of the current crop cycle. It's a good time to start planning ahead if your program relies on consistent supplies of larger potatoes.

We'll continue to monitor conditions and keep you informed as the season progresses. Stay tuned for more updates from the field!

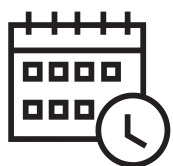


Joey Camacho
Sourcing Specialist



SUPPLIER TRAINING WEBINAR

Join us for an exclusive training session with Wada Farms, aimed at boosting your agricultural knowledge with insights into cultivation methods, quality standards, and product care.



Date: **July 22, 2025**

Time: **10.00 AM PST**

[SIGN UP](#)

