

PRO\*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

SEPTEMBER 2025

# FRESH TAKE NEWSLETTER

Commodity of the Month:

Apples

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Partnering

with

PRO\*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

At PRO\*ACT Produce, innovation and service go hand in hand, making it an exciting time to partner with us. As the leading distributor of fresh produce in North America, we are continually finding new ways to deliver value to our customers, from leveraging data-driven insights to streamline supply chains, to implementing sustainability initiatives that support both growers and communities. What sets PRO\*ACT apart is our ability to combine national reach with local expertise ensuring consistency, quality, and reliability while also tailoring solutions to meet unique customer needs. We take pride in offering more than just produce; we provide a partnership built on trust, transparency, and forward-thinking strategies that help our customers grow. With a focus on innovation, efficiency, and customer success, PRO\*ACT is committed to staying ahead of industry trends and delivering fresh solutions that truly make a difference.



**Anthony Tomasic**  
Senior Director of National Sales



**Shane Zeutenhorst**  
**Director of Foodservice Rainier Sales**

*Located in the beautiful Pacific Northwest, Rainier Fruit strives to provide the highest quality apples, pears, cherries, and blueberries. We're grateful for our six generations of land stewardship and plan to continue the family tradition for many years to come.*

*We are honored to be a part of the PRO\*ACT family.*





# THE BEST OF BOTH

FirstFruits delivers the best of Washington and Michigan Orchards in a multi-regional expansion

Discover the complete lineup at [firstfruits.com](http://firstfruits.com)



Delivering Goodness Since 1933.

Retail • Food Service • Export



105,000 sqft. state-of-the-art facility with 26 docks, and company fleet powered by vehicle telematics, featuring AI monitoring.



16,000 pallet capacity with 8 rooms, including ripening rooms, and variant temperature zones.

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



Based in Northern California, we serve customers in Oregon, Nevada, Idaho, and also export to French Polynesia, Thailand, Phillippines, Guam, and more.

## As American as Apple Pie!

The phrase “as American as apple pie” is so familiar it feels like apple pie must have been invented in a log cabin alongside the flag. The truth is more complicated and more interesting. Apples themselves aren’t native to North America; they came with European settlers who planted orchards wherever they landed. Pies, too, are old-world fare, baked in Europe for centuries before there was a United States to lay claim to them.



What made apple pie American was not its origin, but its adoption. In the 18th and 19th centuries, apples spread across the frontier, hardy and versatile. Families used them for cider, preserves, and, most famously, pies. Unlike more delicate pastries, apple pie was practical. Just flour, fat, sugar, and fruit, and could be made in any farmhouse kitchen. Soon it became more than food; it became a symbol of comfort and home, the taste of abundance in a land trying to define itself.



The phrase took off in the 20th century, especially during the World Wars. Soldiers and reporters used “as American as apple pie” to link the sacrifices abroad with the comforts of home. By the 1940s, advertisers and politicians had embraced it, turning apple pie into shorthand for national pride. To eat apple pie was to participate in something deeply patriotic, even mythic.



Today, the saying endures. Apple pie shows up at July Fourth picnics, Thanksgiving tables, and Sunday dinners, always carrying with it the weight of tradition. It’s no longer just dessert, it’s a cultural symbol, one that reflects America’s tendency to take borrowed ingredients and remake them into something new.

In the end, apple pie isn’t American by birth but by spirit. And perhaps that’s the most American thing of all.

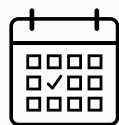


**Doug Olson**  
**Sourcing Specialist**



# SUPPLIER TRAINING WEBINAR

Join us for an exclusive training session with **Rainier Fruit** designed to refine your produce expertise. Dive into leading-edge cultivation methods, master quality standards, and unlock best practices for maintaining peak freshness.



Date

**September 24**



Time

**10:00 AM**

[Register](#)



# Upcoming Events

## SEPTEMBER

COME SEE US AT...

SEPC SOUTHERN INNOVATION



SEPTEMBER 10 - 13



Brian Kane  
Chief Operating Officer



Mike Gorczyca  
Director of Procurement



Joey Piedimonte  
Sourcing Manager



Jonathan Mule  
Senior Account Manager



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