

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

OCTOBER 2025

FRESH TAKE NEWSLETTER

Commodity of the Month:

Avocados

IN THIS ISSUE:

Partnering with PRO*ACT- 2

Mission - 3

Featured Suppliers & Distributor:
Westfalia Fruit, & Get Fresh - 4

Fresh Outlook - 5

Supplier Training - 6

Upcoming Events - 7

Partnering

with

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™



Thank You for Bringing Our Mission to Life

As we close out the summer and head into fall, we're beginning to see the positive impact of back-to-school volume on our business. This seasonal shift brings opportunity and it's clear that your dedication is making a difference every day.

At the heart of everything we do is our mission:

"To deliver industry-leading fresh produce solutions with unparalleled service and expertise to meet the unique needs of our customers and strategic partners."

This is what sets PRO*ACT apart from the competition. You bring this mission to life not just in words, but in action and our customers feel that difference.

Looking forward, our continued success depends on our ability to evolve and adapt. That's why we're strategically investing in companies that strengthen and expand our capabilities, allowing us to meet our customers' needs in more ways than ever:

- **Contract volumes with predictable pricing** from top-tier produce suppliers? PRO*ACT delivers.
- **Spot market brokering** or flexible bin business in Texas or along the East Coast? PRO*FRESH Sourcing has it covered.
- **Reliable delivery nationwide?** PRO*FRESH Logistics handles that.
- **Fresh-cut solutions through a national network of processing centers?** Your Way*Fresh is ready.

Together, these offerings form a diverse service portfolio built not just to compete, but to lead. But the true difference-maker is you. You make it personal. You make it easy for our customers to do business with the entire SSI family of companies.

Thank you for your hard work, your commitment, and your belief in our mission. Let's keep moving forward, together.



Kevin Vogt
Chief Financial Officer



WORLD'S FINEST

AvocadosTM

CUSTOM RIPE
PROGRAMS

YEAR-ROUND
RELIABLE SUPPLY

UNPARALLELED
DISTRIBUTION

Choose the World's Finest Avocados

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Westfalia Fruit is a leading global supplier of fresh produce, best known for its expertise in avocados. Founded in 1949 by Dr. Hans Merensky, the company has grown into a vertically integrated business with operations in over 17 countries. Guided by the mission “to do good,” Westfalia is committed to sustainability, innovation, and social responsibility – from pioneering eco-friendly farming practices to supporting local communities and small growers. With over 75 years of experience, Westfalia continues to lead the way in delivering high-quality, responsibly sourced fruit to markets around the world.



Get Fresh Companies has been a trusted partner to foodservice operators, retailers, and hospitality giants across the Southwest since 1990. From our 140,000 sq. ft. SQF Level 2 certified facility in Las Vegas, we deliver over 2,500 fresh produce items with unmatched consistency, quality, and service. With a modern fleet, 24/7 delivery, and a service area spanning 500+ miles from the Vegas Strip to St. George, UT. We're proud to support our customers' growth with field-fresh products and tailored solutions. Backed by over 200 years of combined purchasing experience and a commitment to sustainability, Get Fresh is more than a distributor, we're your partner in freshness.

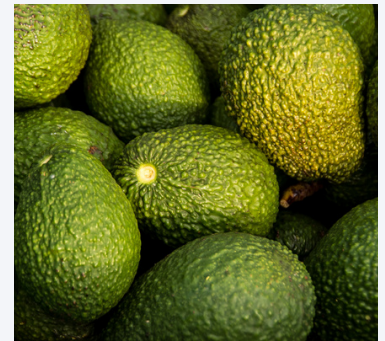


Avocados: Global Superfruit with Local Roots and Big Impact

Avocados, native to Central and South America, have become a global favorite thanks to their creamy texture, rich flavor, and impressive nutritional profile. The most common variety, Hass, thrives in warm climates such as those in Mexico, California, and Peru—making these regions major producers.

Nutritionally, avocados are rich in heart-healthy monounsaturated fats, dietary fiber, and essential vitamins like K, E, and C, along with high levels of potassium that support cardiovascular and overall health. In the kitchen, avocados are remarkably versatile. They feature in everything from guacamole and salads to toast and smoothies, offering both flavor and health benefits. However, growing demand has raised environmental concerns, particularly regarding the high water usage in avocado farming.

Despite these challenges, avocados remain a beloved staple in diets worldwide, celebrated for their health advantages and adaptability in cooking.



Brian Razzari
Sourcing Specialist



SUPPLIER TRAINING WEBINAR

Sharpen your skills with an exclusive Mission-led training focused on elevating your produce knowledge. Explore innovative growing techniques, learn how to uphold top-tier quality, and discover key strategies for keeping produce at its freshest



DATE:
OCTOBER 28



TIME:
10:00 AM PST

[Register](#)



Upcoming Events

OCTOBER

COME SEE US AT...

GLOBAL PRODUCE & FLORAL SHOW



October 16 - October 18

Chip Walker
President & CEO



Crystal Clifford
Regional Sales Manager



Brian Kane
Chief Operating Officer



Roni Sakay
Distributor Relations Manager



PRO*ACT
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