

PRO\*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

NOVEMBER 2025

# FRESH TAKE NEWSLETTER

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Commodity of the Month:

*Romaine*

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Partnering

with

PRO\*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™



## Why Partner with PRO\*ACT?

At PRO\*ACT, partnership means more than moving produce. It means building dependable supply chains rooted in trust, expertise, and consistency.

Our sourcing team works directly with top-tier growers across North America to ensure our distributors and customers receive premium quality, reliable volume, and competitive pricing 52 weeks a year. We monitor markets daily, communicate trends in real time, and respond quickly to changes in weather, supply, and demand.

Through long-standing grower relationships and strategic programs, we give our customers access to the best the industry has to offer, with the service and accountability they deserve.

### Partner with PRO\*ACT for:

- **Dependable Supply** in tight markets
- **Market Insight** you can act on
- **Tailored Solutions** for every business need
- **A Team that Works for You** every single day

Connecting Farms. Empowering Kitchens.

That's what we do best.



**Joey Piedimonte**  
Sourcing Manager



D'ARRIGO  
CALIFORNIA

# A CRUNCH YOU CAN TRUST

For over a century, D'Arrigo has been a pioneer in agriculture, fully committed to delivering the finest produce with outstanding freshness and flavor. Our romaine is grown with care, ensuring crisp leaves and a delicious crunch in every bite.



Enjoy the crisp, sweet taste of Andy Boy romaine in a classic caesar salad!

LEARN MORE AT  
[ANDYBOY.COM](http://ANDYBOY.COM)



# Featured Distributor

# EDIBLE cuts

BY MIDWEST FOODS

Midwest Foods is introducing a refreshed brand identity for Edible Cuts, its Wisconsin-based line of pre-cut produce and grab-and-go items designed to help chefs save time, reduce waste, and keep operations running smoothly. The new look brings the brand's labor-saving offerings under one unified identity while putting sustainability at the forefront.

A major highlight of the refresh is eco-friendly grab-and-go packaging. Wedge sandwiches, wraps, and salads now feature recyclable, responsibly sourced paper, while select prepared items are served in BPI-certified Vegware cups made from PLA—a plant-based bioplastic that fully composts in commercial facilities. These updates make it easier for kitchens to cut down on single-use plastics without sacrificing quality or convenience.

The shift aligns with Midwest Foods' broader commitment to waste reduction. This year, the company became the first distributor in its region to join the U.S. Food Waste Pact, a national effort led by ReFED and WWF to reduce waste across the supply chain. With its refreshed brand and sustainable packaging, Edible Cuts is helping operators stay efficient—while making sustainability effortless.



Eco-friendly grab n' go packaging now available across the Edible Cuts line



[Click Here for More Info](#)



# PREMIUM PRODUCTS FOR ALL PLATES



## Romaine Market & Quality Report

### Growing Conditions

Romaine lettuce thrives in regions with moderate daytime temperatures ranging from 60°F to 75°F and cool nighttime temperatures. Consistent soil moisture and good air circulation are essential for maintaining healthy growth and achieving optimal head formation. Under these ideal conditions, Romaine develops uniform size, dense heads, vibrant green color, and crisp texture, ensuring excellent quality and shelf life.

### Impact of Adverse Weather

Weather plays a critical role in both yield and quality. Excessive heat accelerates plant maturity, often resulting in tip burn, seeding (bolting), and internal discoloration. Conversely, cold or wet conditions can slow growth and increase susceptibility to mildew, decay, and translucent leaves. In addition, windy or sandy conditions may lead to epidermal peel or wind scarring, which affects the visual appearance of the product.

### Seasonal Transitions

During regional transitions, such as the current move from Salinas, California to Yuma, Arizona, slight variations in quality may occur as new fields begin production and adapt to different climate conditions. Growers are actively managing irrigation, harvest schedules, and field selection to maintain consistent quality and supply throughout this period.

### Outlook

We will continue to closely monitor growing conditions and report any significant changes affecting quality or availability. As always, our grower partners remain focused on delivering the highest standards of Romaine quality through careful field management and timely communication.



**Steve Cagle**  
Sourcing Specialist

# SUPPLIER TRAINING WEBINAR



You're invited to a special training session hosted by D'Arrigo California, designed to deepen your understanding of the produce industry. Explore advanced growing methods, gain insight into key quality benchmarks, and learn effective strategies for maintaining peak freshness.



DATE:  
NOVEMBER 18



TIME:  
10:30 AM PST

[Register](#)



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