

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

MARCH 2026

FRESH TAKE NEWSLETTER

Commodity of the Month:

Citrus

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Partnering

with

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

Why Partner with PRO*ACT?

The PRO*ACT Summit is our annual, invite only industry event designed to bring together distributor members, food service operators, supplier partners, and internal teams in a dynamic environment focused on collaboration, education, and relationship-building across the fresh produce industry. Attendees participate in strategic sessions, expert panels, and a curated Produce Expo that highlights innovative products and solutions shaping the market.

The Summit also provides valuable opportunities for high level networking, collaborative business discussions, and insights into key market trends that help strengthen partnerships and drive growth throughout the fresh produce supply chain. In addition to formal programming, attendees can participate in exclusive grower tours, offering firsthand perspectives on cultivation practices, quality standards, and proper product care.

Overall, the PRO*ACT Summit is an opportunity to deepen industry knowledge, expand professional networks, uncover new business opportunities, and strengthen connections across the produce industry. We look forward to seeing you in Tampa!
(proactsummit.com)



Elizabeth Ramirez
Director of Marketing






Sunkist
FARMER OWNED SINCE 1893



WELCOME TO THE CO-OP



Sunkist Growers is the
longest-standing farmer-owned
agricultural co-op in the country.
When you choose Sunkist, you're
supporting hardworking family farms
that make up our membership.



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beesweetcitrus.com • 559.834.4200

HOME TO
**YOUR
FAVORITE
CITRUS
VARIETIES**



Sunrise Produce

📍 1215 N Van Buren St, Anaheim, CA 92807

🌐 www.sunriseproduce.com


☎ 800.834.4926



**NOW OPERATING FROM
OUR NEW, STATE-OF-THE-
ART ANAHEIM FACILITY!**



Sunrise Produce is proud to be operating from our new facility in the heart of Orange County, CA. While our operation has expanded, we remain a trusted custom distribution partner focused on curated sourcing and tailored solutions. Our new home allows us to deliver high-quality product with greater precision and care. **You can continue to rely on Sunrise Produce for exceptional product and the trusted, personalized service that defines our business.**



**Always Fresh.
Always Custom.
Always Sunrise.**



MEET OUR KEYNOTE SPEAKER

JULIEN LEBLANC!



Julien is a sales professional and business leader with over 20 years of experience commercializing goods and services in the Food & Beverage, HVAC, Sports Equipment, and Medical Device sectors, believing the “science of success” transcends industries.

Recognized in 2014 as one of Ottawa’s Top 40 Under 40, Julien is a serial entrepreneur who has helped found or grow more than 10 companies to commercial viability. Passionate about learning and teaching, he reads at least one book a week to bring new ideas and disciplines to his clients. Known as a change agent, Julien believes progress depends on the unreasonable who persist in adapting the world to themselves rather than adapting themselves to the world.

Blueprint

Founder & President

APRIL 13 - 15, 2026
ORLANDO, FLORIDA



**PRO*ACT
SUMMIT
2026**

WWW.PROACTSUMMIT.COM

Why March Is California's Citrus Sweet Spot

March is widely considered the peak of California's citrus season, a unique "sweet spot" when late winter fruit reaches its fullest flavor as spring varieties begin to arrive.

1. Peak Flavor Development

Tree Ripened Sweetness: Citrus must ripen fully on the tree to achieve its best flavor. By March, fruit that has hung through the winter reaches its ideal balance of sweetness and acidity.

Natural Sugar Concentration: Cool winter nights followed by warming March days concentrate sugars while softening acidity, creating citrus with deeper sweetness, brighter aroma, and the most balanced flavor of the year.

2. The Greatest Variety of the Season

March is one of the few months when dozens of citrus varieties are available at the same time.

Friend's Ranches

- Oranges: Navels reach peak sweetness, while Cara Cara and Blood Oranges (such as Moro) develop rich color and berry like notes.
- Mandarins & Tangerines: Late season Satsumas overlap with Gold Nugget, Tahoe Gold, and Ojai Pixie mandarins, which begin harvest in mid-March.
- Specialty Citrus: Meyer Lemons, Minneola Tangelos, and Ruby Red Grapefruits are abundant and especially juicy.

3. Citrus Blossom Season

March also marks the start of bloom in California's citrus groves. As the current crop is harvested, trees burst into white blossoms that will become next year's fruit, filling the air with the fragrance of citrus flowers.



Brian Razzari
Sourcing Specialist

SUPPLIER TRAINING WEBINAR

Join an exclusive Dole training experience crafted to elevate your produce knowledge. Discover innovative growing practices, understand essential quality standards, and learn how to preserve optimal freshness from field to table.



DATE:
MARCH 25



TIME:
10:00 AM PST

[Register](#)