

PRO\*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

APRIL 2026

# FRESH TAKE NEWSLETTER

Commodity of the Month:

*Carrots*

## IN THIS ISSUE:

- Partnering with PRO\*ACT - 2
- Grimmway - 3
- Perricone Farms & Ace Endico - 4
- PRO\*ACT Summit - 5
- Fresh Outlook - 6
- Supplier Training - 7

Partnering

with

PRO\*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™



**William Foster**  
**VP of Technology**

## Technology Updates from the PRO\*ACT IT Team

On behalf of the PRO\*ACT IT team, I am pleased to share several updates on initiatives underway across our organization. Our focus remains on making collaboration easier, improving how we connect with partners, and building the technology foundation needed to support long-term growth.

### System Integration Enhancements

We continue to invest in integration capabilities that make doing business with PRO\*ACT easier and more efficient. These efforts improve processing across the fulfillment cycle and support a smoother, more connected experience. Our goal is to enhance the experience today while building capabilities for the future.

We know one size does not fit all when it comes to technology. Each partner brings different systems, needs, and technical resources. Our approach is to help partners maximize the value of their current IT investments, regardless of platform. In many cases, existing connection methods can remain in place with minimal disruption. And when a partner is ready to advance automation or integration further, we are ready to support that next step. Across PRO\*ACT, our teams are aligned around making collaboration practical, productive, and easy to start.

### ERP Progress

We are making strong progress in our ERP rollout. Transactions are now moving through the new system without requiring changes from our partners. More orders are being brought into the new environment while maintaining the familiar intake and transaction flow.

Behind the scenes, orders benefit from a more modern platform. We have rebuilt web order entry on newer, more secure technology, resulting in a faster interface today and a stronger platform for future enhancements.

This work is creating opportunities to support more granular data, strengthen our technology foundation, and expand tools and capabilities for our partners. We are excited about what this means for the future.

### Partnership

Thank you for the opportunity to work alongside you. We remain committed to being a practical, capable, and forward-looking partner, and we look forward to continuing to deepen our partnership and expand what is possible together.

# A CUT FOR EVERY OCCASION



As an industry leader in farming, production, and distribution of fresh whole and processed carrots, we ensure supply through diverse growing regions and a large farming base supporting carrots and rotation crops. Take advantage of our conventional and organic value-added foodservice carrots for increased inventory control & yields with 100% usable product, reduced personnel training and overall cost savings.



For more information, please contact your distributor or call Grimmway sales at 661-845-9435.



# Natalie's

ORCHID ISLAND JUICE CO.

## Award-Winning Orange Juice

Only One Ingredient



natalies.com



nataliesoj



From fresh produce and premium meats to specialty imports and chef-driven solutions, Ace Endico delivers quality you can count on. With over 40 years of experience, we combine personalized service, culinary expertise, and a vast product selection to help your business succeed.

# ACE ENDICO

# MEET OUR PANEL SPEAKERS!



**William Foster**  
VP of Technology  
PRO\*ACT



**Gloria Downing**  
Program Sales Manager  
Charlie's Produce



**Scott Horton**  
VP Foodservice Sales  
Taylor Farms



**Nick Ziech-Lopez**  
Head of Product Marketing  
Pepper

**APRIL 13 - 15, 2026**  
ORLANDO, FLORIDA



**PRO\*ACT  
SUMMIT  
2026**

[WWW.PROACTSUMMIT.COM](http://WWW.PROACTSUMMIT.COM)

## California Carrots: Crisp, Colorful, Essential

California's ideal climate produces some of the sweetest, crunchiest carrots around. Harvested year-round, especially in the Imperial and San Joaquin Valleys.

### Varieties

Nantes (sweet & tender), Imperator (great for juicing), Baby carrots (snack-ready), and Rainbow carrots (vibrant & nutritious).

### Why They're Good for You

Packed with vitamin A (beta-carotene), fiber, and antioxidants—great for vision, immunity, skin, and digestion.

### In the Field

Heavy rain can delay harvests and reduce quality, causing cracking, rot, and shorter shelf life. Which means tightening supply temporarily.

### In the Kitchen

Perfect for salads, soups, roasting, smoothies, and snacks. Their natural sweetness works in both savory and sweet dishes.

### The Bigger Picture

California leads U.S. carrot production, using sustainable practices to deliver high-quality crops worldwide.

### Bottom Line

From farm to table, California carrots deliver flavor, nutrition, and year-round versatility.



**Brian Razzari**  
Sourcing Specialist



# SUPPLIER TRAINING WEBINAR

[Register](#)

Join an exclusive **Grimmway** training to deepen your fresh produce expertise. Discover modern growing techniques, understand key quality standards, and learn how to keep products at peak freshness from field to table.



**GRIMMWAY**  
PRODUCE GROUP™



PRO\*ACT  
University



DATE:  
APRIL 29



TIME:  
10:00 AM PST