

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

SEPTEMBER 2026

FRESH TAKE NEWSLETTER

Commodity of the Month:

Apples

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Partnering

with

PRO*ACT

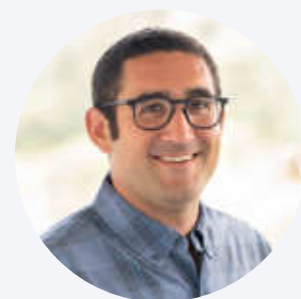
CONNECTING FARMS | EMPOWERING KITCHENS™

Working with PRO*ACT means gaining more than a fresh produce supplier, you gain a strategic partner invested in your success. We combine the purchasing power, resources, and consistency of a national network with the responsive service and market expertise of trusted local distributors.

Our team helps foodservice operators simplify produce procurement, improve supply-chain visibility, manage costs, and maintain consistent quality across every location. Through data-driven insights, proactive market intelligence, rigorous food-safety standards, and customized sourcing solutions, we help customers make informed decisions and respond quickly to changing market conditions.

PRO*ACT also works closely with growers and distribution partners to advance responsible sourcing and sustainability initiatives that support businesses, communities, and the future of fresh produce.

What truly sets us apart is our commitment to understanding each customer's operation and building solutions around their specific goals. With PRO*ACT, you receive reliable supply, transparent communication, local support, and the national capabilities needed to grow with confidence. We don't simply deliver produce—we deliver greater control, consistency, and value across your entire fresh produce program.



Joey Piedimonte
Sourcing Manager



Shane Zeutenhorst

SHANE ZEUTENHORST
Director of Foodservice

From our family to yours,

we're proud to grow premium apples in the heart of Washington State. Our family has been caring for this land for six generations, and we're committed to delivering exceptional fruit with integrity, quality, and heart.

We are honored to be a part of the Pro*Act family.





APPLES

PEARS

CHERRIES



COAST

CONNECTED

TO COAST

ONE RELIABLE SUPPLY



www.firstfruits.com



info@firstfruits.com

(509) 853-4710



About US

Hardie's has held a long-lasting commitment to fresh foods, providing products at their peak with our growing connections. For 80 years we've continuously improved in order to nourish our community with the highest quality foods available, sourcing from the best local growers and artisans because we believe that the best foods come from your backyard. Hardie's continues our promise of excellence and to continue to serve only our best to our friends and family.

AREAS WE SERVE

When we say that "we've got Texas covered," it's true. Hardie's makes deliveries from the Red River to the Rio Grande almost daily.



Hardie's has three distribution centers, located in Austin, Dallas, and Houston, Texas.

That's more than 150,000 sq. feet under refrigeration in our conveniently located warehouses to deliver the freshest produce possible...fast!

How Apples Learned to Sleep Through Winter

Apples have figured out something that the rest of us have been trying to accomplish for years: how to sleep for months while barely doing anything and still come out of it looking pretty good.

This is accomplished through a remarkable technology called controlled-atmosphere storage, or CA storage, which is basically a very sophisticated way of putting apples into a coma.

After an apple is picked, it doesn't immediately realize that it has been fired from the tree. It continues to breathe and use energy, slowly becoming softer, less crisp and generally less enthusiastic about life. Left on the kitchen counter, an apple will eventually reach the point where you pick it up, stare at it, and decide that throwing it away is probably the most responsible thing you can do.

CA storage prevents this.

The apples are placed in rooms where the temperature, humidity, oxygen and carbon dioxide levels are carefully controlled. The goal is to slow the apple's natural metabolism to a crawl. In other words, the apple is still alive, but it is doing as little as humanly, or apple-ly possible.

This allows certain varieties to remain in excellent condition for months after harvest. Granny Smith, Fuji, Gala and several other varieties are particularly good at this. They essentially spend the winter lying around in a dark room while people outside continue working.

Eventually, the apples emerge from storage and head to supermarkets, where consumers purchase them under the impression that they have recently arrived from an orchard.

And technically, they have arrived from an orchard. Just not recently. So the next time you eat a crisp apple in March or April, remember that you're probably not eating a "winter apple." You're eating an apple that has spent several months in a refrigerated, carefully controlled environment, avoiding work and waiting for its opportunity to become your lunch. Honestly, it's a pretty good system.



Doug Olson
Sourcing Specialist

SUPPLIER TRAINING WEBINAR

Discover What Your Way*Fresh Can Do for You

Join us for an upcoming webinar to discover how Your Way*Fresh (YWF) can help distributors and foodservice operators reduce labor, simplify fresh-food preparation, expand menu and grab-and-go offerings, and deliver greater consistency.

Learn about YWF's capabilities, including custom meal kits, salads, fresh-cut solutions, USDA production, and flexible programs designed around your business needs.

See how YWF can help you bring fresh solutions to market faster and create new opportunities for growth.



DATE:
SEPTEMBER 30



TIME:
10:00 AM PST

[Register](#)



Upcoming Events

SEPTEMBER

COME SEE US AT...

SEPC SOUTHERN INNOVATION



SEPTEMBER 9 - 12



Mike Gorczyca
Director of Procurement



PRO*ACT
CONNECTING FARMS | EMPOWERING KITCHENS™