

# FRESH \* NEWS

## from America's Produce Specialist



#### **SAFETY FIRST:** TRACEABILITY MATTERS

Do you know where your produce has been? Operators working with a PRO\*ACT distributor can confidently answer 'yes'. With foodborne illness outbreaks continuing to shake consumer confidence, that knowledge is more important than ever. It's all about traceability - being able to trace the products served in the dining room all the way back through the supply chain, from the distributor to the shipper, packer, grower and even the exact fields in which the items were grown.

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#### **NEW CUSTOMER NEWS: DELAWARE NORTH CHOOSES** PRO\*ACT

Delaware North Companies has chosen PRO\*ACT to supply fresh produce for its U.S. foodservice operations, which include more than 150 sports venue, entertainment destination, national and state park, hotel and airport locations nationwide. Once the contract is fully implemented, Delaware North estimates PRO\*ACT will supply 500,000 or

more cases of fresh produce annually









**FRESH FACT** 

PRO\*ACT distributes only top-brand produce from premium, authorized grower/shippers. Click here to see a "who's who" list of top suppliers.

Ask Michael: Q&A with Michael

A: The question of whether or not pre-cut, packaged produce needs to be washed before

use still seems to cause confusion among consumers and foodservice operators.

THE 3 TOP SELLING PRE-CUT

Q: I'm never sure if I

should have my staff

and labor to do it, but

whether it's safe to use right out of the bag.

have concerns about

What's the rule?

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**PRODUCE ITEMS** 

1. Chopped Romaine

2. Shredded Lettuce

3. Cello Spinach

wash pre-cut produce. I'd

rather not spend the time

Jantschke, Director of Food Safety

Our brands are recognized, trusted and safe.



### **MEET OUR DISTRIBUTORS**

PRO\*ACT's distribution network includes more than 70 carefully audited distribution centers across the U.S. and Canada. Click here to find PRO\*ACT distributor in your marketplace.

#### **SPECIALTY SPOTLIGHT: Trimmed French Beans**

Perfect for summer menus, lovely French beans from Harvest Sensations add snap and color to sides and salads. Often appearing as "haricots verts," they're slimmer and more elegant than traditional green beans. Pre-trimmed, they're ready-to-use and cook quickly - just saute in a little olive oil or steam or blanch until crisp-



tender and toss with vinaigrette and other salad ingredients. "They're delicious warm or cold and are an easy way to add value to the plate because of their more upscale look," says Chef Gwen Gulliksen, director of sales and marketing for Harvest Sensations, PRO\*ACT's specialty division.



- Thai French Bean Salad with Spicy Peanut Sauce
- Crispy French Bean Salad with Cherry Tomatoes & Chive Vinaigrette
- Marinated French Reans with Heirloom Tomatoes & Fresh Basil
- · Beet Salad with Belgian Endive, French Beans, Granny Smith Apples, Walnuts, Gorgonzola & Sherry Vinaigrette