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**UNITED FRESH PRODUCE ASSOCIATION PRESENTS PRO*ACT WITH
THE 2009 PRODUCE ADVOCATE OF THE YEAR AWARD**

MONTEREY, CA (Oct. 5, 2009) During its Washington Public Policy Conference in September, the United Fresh Produce Association (UFPA) presented PRO*ACT LLC with the Produce Industry Advocate of the Year Award. The award is presented annually to the UFPA member that has demonstrated outstanding support for the Association's public policy advocacy and has worked to ensure the advancement of policy objectives with elected leaders and administration officials.

"We're very proud to receive this recognition from United Fresh," says Steve Grinstead, President and CEO of PRO*ACT. "The level of volunteerism and advocacy among our employees and our distributors has risen steadily over the past several years. This is a critical time for the produce industry from a public policy standpoint, and PRO*ACT is committed to continuing to work closely with United Fresh, other industry associations, elected officials and government agencies to help our great industry be the best it can be."

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About PRO*ACT: PRO*ACT is America's leading distributor of national and regional brand fresh produce to the foodservice industry. PRO*ACT streamlines the produce supply chain, offering significant cost benefits and an easy, one-call solution to source the freshest produce from more than 70 third-party inspected distribution centers across the United States and Canada. PRO*ACT provides category cost management through commodity contract pricing, in-house consultation services and integrated produce program distribution management. For more information on PRO*ACT, visit www.proactusa.com.

About UFPA: United Fresh Produce Association is the industry's leading trade association committed to driving the growth and success of produce companies and their partners. United Fresh represents the interests of member companies throughout the global, fresh produce supply chain, including family-owned, private and publicly traded businesses as well as regional, national and international companies.

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