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**PRO*ACT PROVIDES GUIDANCE TO ENSURE SAFE PRACTICES
FOR LOCALLY GROWN PRODUCE**

MONTEREY, CA (March 8, 2010) Demand by foodservice operators for local produce is growing fast, but so are questions about how to ensure its safety. To that end, PRO*ACT, America's leading distributor of fresh produce to the foodservice industry, has published two new guidance documents to increase understanding and use of proper food-safety standards and procedures in this burgeoning business.

The two PRO*ACT documents are "Food Safety Requirements for Suppliers of Locally Grown Produce," and "Food Safety Questionnaire for Locally Grown Produce." The first, targeted at local farmers, covers requirements for conditions and procedures that govern food safety as it applies to produce grown for local consumption.

These requirements are derived from PRO*ACT's existing, industry-leading food-safety standards and are modified for smaller producers. Max Yeater, Chief Operating Officer, says, "Local suppliers are typically small farmers and their operations tend to be seasonal and small scale. They may lack written

procedures, record-keeping and verification of food-safety programs. We created these food-safety standards and procedures for 'buy local' business to help smaller farmers understand the procedures that must be followed.”

The second document is a questionnaire designed to help PRO*ACT distributors determine if a local farmer is complying with the group's stringent food-safety requirements. Yeater explains, “As a distribution organization, we're seeing more operators seeking out locally grown produce, and we're working to help meet the demand by getting local products into our distribution system. But just as with our national-brand produce, we need to assure that sufficient food-safety features are built into the process. The questionnaire is designed as a tool to help our distributors be able to do that in their local markets.”

The two food-safety guidance documents are the result of a collaborative effort between PRO*ACT management and a working group of distributors who have significant local grower business.

About PRO*ACT: PRO*ACT is America's leading distributor of 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

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