



**WHY
GREENGATE FRESH
TRANSITIONS**

THE TRANSITION OF FRESH PRODUCE

Twice a year, GreenGate Fresh packs up their facilities and moves equipment, people, and operations 600 miles to be in the region that grows the best fresh produce. The actual move covers 4 days of around-the-clock work, but planning begins many weeks prior.

The benefits of transitioning:



By processing in the optimal growing areas, product is fresher and we are more agile and responsive to demand.

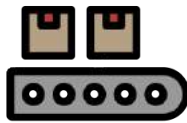


An empty plant allows for deep sanitation and detailed maintenance that cannot be done while the plant is in operation.



There is always a second facility for redundancy and supply continuity in case of emergency.

This keeps us near the best growing regions for fresh produce allowing:



Maximum freshness because product goes from field to plant quicker = Cut to cool times less than 4 hours



Less miles traveled means less carbon footprint



Product to be cooled, cut, washed, packed, and shipped out quicker

A little over 3 months prior to transition, seeds are sent to the greenhouse and then transplanted to the field.



YUMA, AZ



MID JUL



MID AUG

SALINAS, CA



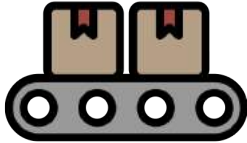
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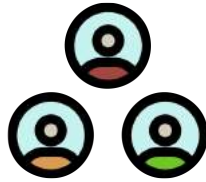
PLANNING THE TRANSITION

As we begin planting the last crop for the region's growing season, we begin to plan the date range for GreenGate Fresh's transition. Dates are fluid at the beginning because of the unpredictability of the weather and outcome of the crop. The final transition dates can be one week before or after the initial projection of our transition date.



Planning for the Facility

- Plant Deep Clean including Fan Coils, Lights, Drains, etc.
- Repairs
- Install New Equipment
- Replaces hoses, tubing, etc.
- Touch ups



Planning for the Team

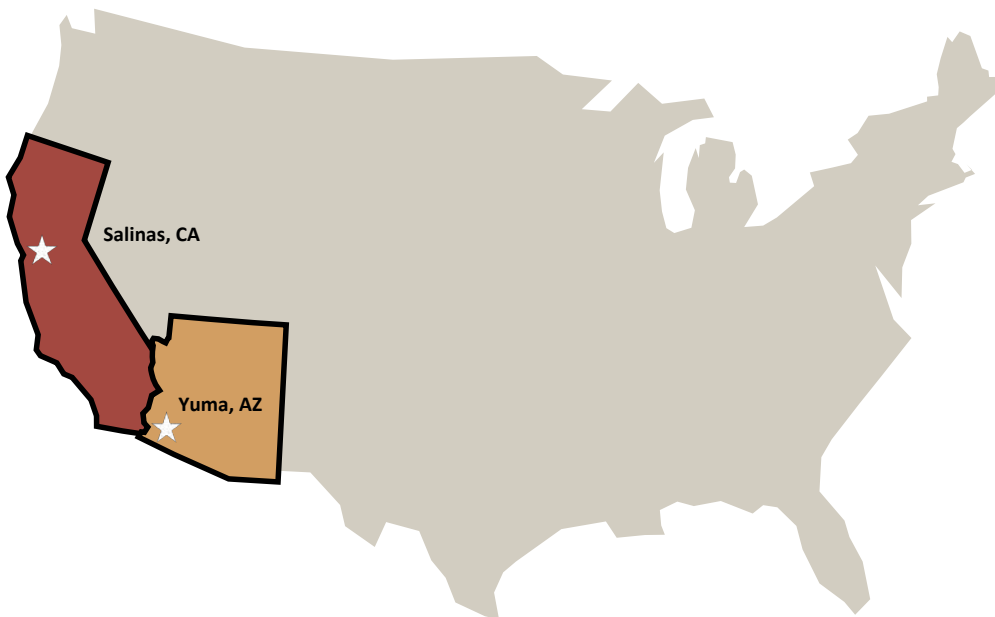
- Interviews for field / plant workers
- Pre-Season Orientation
- Team Planning for Start in New Region



Planning for Fresh Product

- Inventory is managed closely so there is no disruption during transition
- Planting for the new growing area begins 3 months prior to transition

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



60 Truckloads of Equipment

10 Years = 20 Transitions

80 Hours From Last Box to First

600 Miles Traveled One Way

IT TAKES 4 DAYS TO TRANSITION



Tear Down & Load on Trucks



Travel Time



Testing & Troubleshooting



Begin Regular Operations

- Last Production Run at Closing Growing Region
- Sanitation
- Tear Down of Equipment
 - (crew of 50+ mechanics, technicians, electricians, supervisors, managers, heavy labor)
- Equipment is Staged to be Loaded on Trucks
 - (strategically placed so set up and production is not delayed even if one truck has issues and is delayed)
- Deep cleaning and Sanitation
 - (feet of equipment is scrubbed with a chlorinated alkaline soap)
- Equipment Loaded in Order it will be Re-Installed
- Chemical pumps and critical equipment are separated on different trucks
 - In case of problems so entire production isn't impacted
- GPS tracking on all trucks to understand arrival times and any delays
- Equipment is on the Road
- Key Team Members Fly to the Opening Growing Region
- Re-assembly of all the equipment into new facility. This can take 2-3 x as long as dis-assembly
- Testing Begins
- Test Product Runs Through Each Line to Test: Belts, Driers, Scales, Baggers
- Trouble Shooting
- Hand Plant Over to Sanitation Team
- Final Deep Cleaning and Sanitation of Equipment
- QA Team Takes approx. 300 Swabs of Every Food Contact Surfaces:
 - Drains, Walls, Floors, Equipment Legs
 -
- Swab of Ambient Temperature Areas for Salmonella and Listeria:
 - Restrooms, Break Rooms, Truck Driver Entrances, HR Entrances
 -
- Machines are Getting Ready to Run
- Returning and New Team Onboarding for New Growing Region
- Getting Back to Normal Production and Operations

COMMUNICATION WITH TRANSITION



Many produce providers transition around the same time, so our customers know the general time frame for transition. When GreenGate Fresh's dates are finalized, our customers will hear from the team member handling their account two weeks prior to the finalized transition date.

For GreenGate Fresh items, our in-market support team member will let you know:



Ordering Dates
For Transition



Last Day of Production
In Closing Region



First Day of Production
In Opening Region



Status of Crop and Weather
Impact on Transition



Be Point of Contact
Throughout Transition

ABOUT FRESH AVENUE



We're a Veteran Team with Over 150 Years Combined Experience in Produce

For anyone in the fresh food industry, it is critical to make sure quality, safe produce is delivered to restaurants and retailers each and every time. It's also critical to work with those who know and are involved in all the areas of the fresh supply chain.

Fresh Avenue makes those connections by supporting farms, producers, distributors, buyers, and transportation providers in the industry by paying attention and caring about their business, strengthening networks, combining and expediting orders from multiple fresh vendors at our source based consolidation facilities, getting it to anywhere in North America, and providing support long after the sale.

Visit us at www.freshavenue.com for more insights and resources!

We're here to provide you responsive
support with transition and all the
times in-between!