

WHY FRESH-CUT PRODUCE?



01

CLEAR MARKINGS

Fresh cut has clearly marked manufacturing dates to help control rotation and quality



02

BETTER SANITATION

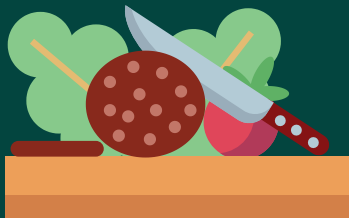
Fresh cut has better sanitation through elimination of un-cleaned bulk produce and the chance of cross contamination it introduces.



03

FRESH CUT GUARANTEES

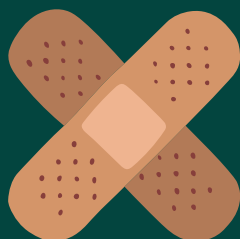
Fresh cut has guaranteed case weights; case weight and yields of bulk produce vary significantly throughout the year.



04

REDUCED LABOR COSTS

Fresh cut oftentimes reduces labor cost as a result of less preparation.



05

REDUCED INJURIES

Fresh cut reduces chance of worker injury due to sharp equipment and heavy lifting (Workman's Comp).



06

REDUCED WASTE

Fresh cut reduces disposal and waste cost (ie: reduces garbage hauling costs due to reduced waste and disposal).



07

CONSISTENT PRESENTATION

Fresh cut increases product uniformity and plate presentation.



08

REDUCED SPACE

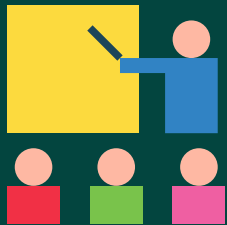
Fresh cut reduces the space required for storage.



09

KNOWN PORTIONING

Fresh cut allows for predictable and accurate number of portions per bag with very little variance.



10

REDUCED TRAINING

Fresh cut requires less training and reduces the amount of personnel training on product preparation.



At Fresh Avenue, we aren't just a place to buy produce, we offer product, services, and transportation that begin at source and continues into your market. It's a comprehensive approach to produce which gives our customers support and optimization for their produce programs that ultimately builds their business.