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## Fresh Avenue Announces New Consolidation Services

The Fresh Avenue team is excited to announce the launch of their fresh consolidation services. Fresh Avenue operates source-based facilities located in both Salinas and Yuma in season. These facilities also serve as a base of operations for Fresh Avenue in the Western growing regions.

“We heard from our customers that they were facing challenges with numerous less than truckload orders coming from various suppliers in multiple growing regions. Adding consolidation to complement our delivered produce and customized procurement solutions just makes sense to further enhance the value we provide our customers.” said Brian Rooney, Fresh Avenue’s Director of Supply Chain and Operations.

Consolidation is a tremendous advantage for companies dealing with perishable items because it combines multiple orders into one shipping location. This program meets the end-user demand for increased freshness in the supply chain and addresses some of the challenges of the ever-changing regulatory environment in the transportation/trucking industry.

“Consolidation expands Fresh Avenue’s capabilities to our customers and strengthens our relationships with our valued growers and producers. All of this is done with a highly responsive team that knows the fresh supply chain.” states Mark Vaughan, Managing Partner of Fresh Avenue.

Fresh Avenue provides in-market support, warehousing, logistics and marketing services for various partners in the fresh space including foodservice operators, regional and national restaurant chains, and produce distributors.

For more information on consolidation visit <https://freshavenue.com/pma-foodservice/> , visit us at booth #805 at PMA Foodservice, or email [brian.rooney@freshavenue.com](mailto:brian.rooney@freshavenue.com) .