



The US Produce Industry has been banding together to find ways to help during the COVID19 Pandemic. Getting fresh produce into the hands of those who really need it can make an enormous difference. Produce Alliance, LLC, a family owned produce supply management company, is an expert in supply logistics, planning and execution. We have teamed up with our entire network of growers and distributors to put together an immediate action plan to help both members of the food supply chain, and those who are in the deepest need around the country, get fresh food right away. **The only thing standing in our way is understanding how to hit the “start” button on this plan. We know with your help we can find the right way to get this plan flowing.**

Our plan applies our produce supply chain expertise to solve for four problems we see having severe impact on the health of our communities and businesses:

#### **Four Facts and Our Solutions:**

<b>Current Issue</b>	<b>Our Plan's Solution</b>
(1) There is a surplus of fresh produce in our supply chain	(1) Get this surplus in the hands of those in dire need
(2) Significant layoffs in food service sector means there are significant numbers of unemployed people desperate for work	(2) Use this furloughed work force to facilitate produce packing and distribution
(3) Bottlenecks in getting fresh produce to those who need it: visible in foodbank shortages, bare shelves in grocery stores and food distribution programs markedly short on fresh healthful food	(3) Deploy the supply chain expertise of Produce Alliance and its distributors to break through these bottlenecks, getting surplus supply to where it can do the most good, using the furloughed workforce.
(4) Access to proper governmental funding channels to get our workforce, our logistics expertise and our wholesome food to where it needs to be	(4) We can offer product at wholesale prices for immediate use, but here is where we truly need YOUR help; we need to understand how to get our products into the social service channels

#### **Why this would work:**

<b>Problem Solved</b>	<b>Specifics</b>
(1) Immediate distribution of fresh food	(1) Expert distribution chain already in place, with ready inventory and knowledgeable staff able to put this plan in motion right away
(2) Easing burden on other social service entities	(2) Our plan would supplement existing food distribution services, providing access to underserved or areas of exploding demand
(3) Ensuring ongoing supply to all who are in need	(3) Ours is an ongoing supply chain that can continue to provide these products for so long as these extraordinary measures are needed. No need to constantly seek donations of product.

#### **Facts about the produce boxes:**

The boxes are:	
(1) Ready to go;	Please see the <u>attached photos</u> of boxes already assembled by our distributors



(2) Extremely cost effective	Made available at wholesale prices to local and regional governments, funding possibly via existing Free and Reduced Lunch Funds, or other funding recently made available to provide immediate aid during this crisis
(3) Healthful, Fresh, Quality	These boxes will contain a variety of produce to supplement other dry goods and supplies that may be more plentiful (e.g., rice) for those seeking assistance.

### How you can help?

**We know our business sectors well, but we are not experts in accessing government programming spending in times of crisis.**

Produce Alliance, is a central hub for produce distribution across all markets in the United States and Canada, including hyperlocally, regionally and nationally. We are experts in our field of produce distribution, but we need your expertise in understanding how to work with our local and regional leaders to make this plan flow. What steps need to be taken to deploy school lunch or other funding to facilitate the production and distribution of these boxes?

Produce Alliance's charitable arm, the Produce Alliance Foundation, was founded by Produce Alliance's President, Melissa Ackerman, with the express purpose of stepping up in times of national or regional crisis. The Produce Alliance Foundation could potentially assist local agencies in buying the boxes from the distributors to donate to social service organizations, but again we need your assistance in understanding how funds could flow for this purpose.

Produce Alliance, LLC is a Chicago-based company that manages the supply chain of produce from field to fork, and works with all major growers in the US, Canada and Mexico, as well as a network of 70+ independently owned and vetted specialty food service distributors, like us. Our collaborative end user customers are national operators such as Benihana, Tropical Smoothie, Anthony's Coal Fire Pizza, Red Robin, Avendra, Sodexo, Cheesecake Factory, Craft Works, Norwegian Cruise Line, Uncle Julio's, Pinstripes, Sunrise Senior Living, etc. Together, the Produce Alliance network services a national footprint covering all aspects of the supply chain. All of us in the Produce Alliance network have been in business for decades, and so we have the deep connection of a family (most actually being family businesses).

We thank you so much for reading and considering how we can launch this important program.