



## WHERE DO YOU FIT IN?

**Growers/Shippers:** These businesses range from small family farms to large, multi-location operations that may span many states or countries. Many compliment their product line with purchased product from other growers – both domestically and internationally - to offer a more comprehensive, year round inventory. Grower/shippers sell their products to all subsequent segments along the supply chain including exports to other countries.

**Distributors:** This segment represents national distributors and single-market wholesalers who purchase their products direct from both U.S. and international growers for distribution to their customer base. Distributors and wholesalers add value to the supply chain by maintaining a comprehensive, year-round inventory of both bulk and repacked items and offering just-in-time delivery solutions. Wholesalers and distributors sell their products to other distributors, processors, retailers, foodservice distributors and foodservice operators.

**Brokers:** Brokers act as selling agents for growers seeking to sell their products to large retail and wholesale companies. Brokers do not hold an inventory of product themselves.

**Processors:** The most trend-driven segment in the supply chain, processors induce consumer demand by creating value-added offerings such as bagged salads, cut fruit and processed veggies. Often times the processor is a division of a grower/shipper who is responding to the market trend for more value-added produce offerings, but can also be a stand-alone entity that purchases all bulk product for processing at their facility. Processors sell to wholesale distributors, retailers and foodservice distributors.

**Retail:** A retailer is one of the final links in the supply chain for raw, whole and processed products available for consumers to purchase and prepare themselves. This segment includes club stores, supercenters, national grocery chains, and regional grocery stores.

**Foodservice:** Adjacent to retailers in the produce supply chain, foodservice distribution companies purchase products from growers, distributors and processors as a centralized redistribution point to the thousands of foodservice operators across the country including restaurants, hospitals, cruise ships, hotels, schools, theme parks and convenient stores. Some large foodservice chains buy directly from a grower or wholesaler.

## DID YOU KNOW?

The U.S. fresh produce and floral industry accounts for over **\$275 billion in direct economic output.**

The fresh produce and floral industry provides U.S. workers with nearly **\$72 billion in wages.**

The total employment impact, including direct and “ripple effect” jobs, of the fresh produce and floral industry is more than **2.7 million jobs.**

These jobs account for **1.9% of all U.S. employment.**

The economic reach and impact of the industry touches every state and every legislative district in the nation.

California, Florida, Texas, New York and Pennsylvania are the top five states for employment, wages and economic output in fresh produce and floral. California alone accounts for more than 280,000 jobs.

*The Economic Reach and Impact of the Fresh Produce and Floral Industry, January 2009*



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