



Contact: Lloyd Ligier  
Vice President Business Development  
Office: 831-658-1968  
lligier@proactusa.com

## **FOR IMMEDIATE RELEASE**

### **BIX PRODUCE JOINS PRO\*ACT'S DISTRIBUTOR BASE**

Monterey, CA (June 15, 2007) - PRO\*ACT, America's leading fresh produce supplier to the foodservice industry announced today that Bix Produce Company, St. Paul, MN, has joined the company's distribution network.

Bix Produce, founded in 1930, is the regional leader in fresh produce distribution. Bix provides the finest quality whole and pre-cut fruits and vegetables, dairy and related food items to food service operators. Their customer base includes restaurants, hotels, educational institutions, and country clubs located in the Twin Cities metro area, greater Minnesota, and Western Wisconsin.

PRO\*ACT provides integrated produce and perishable distribution management programs to foodservice operators across North America utilizing its expertise in sourcing, logistics, technology, and food safety and its network of over 70 distribution centers coast to coast.

Randy Wilcox, President of Bix Produce, stated, "PRO\*ACT's relationship with the grower/shipper community and their procurement programs are top notch. They've always been a leader in food safety and continue to break new ground in that area by working closely with the entire industry and across the supply chain. We believe being affiliated with PRO\*ACT is going to be a tremendous asset to our business."

Lloyd Ligier, Vice President of Business Development for Pro\*Act, commented, "We are very excited to have Bix Produce Company as our newest distributor. As one of the premier foodservice distributors in the Midwest they are a pivotal addition to PRO\*ACT. They have exceptional management, excel in perishable distribution and value added processing, and their reputation in the industry is beyond reproach.

---

PRO\*ACT is America's leading specialty distributor of fresh produce to the foodservice industry. Headquartered in Monterey, CA, with an office in Dallas, TX, PRO\*ACT's distributor roster includes the nation's leading produce specialists. PRO\*ACT Specialties, a specialty produce division of PRO\*ACT, operates facilities in Los Angeles, CA and Miami, FL. For more information visit the PRO\*ACT website at [www.proactusa.com](http://www.proactusa.com)