

BUSINESS PROFILES

CONSOLIDATOR MODEL

1. **Business name:**

Sunfresh Farms Ltd.

Website: www.sunfreshfarms.ca

2. **Business Profile:**

Established in January of 1997 by a group of farmers who wanted to market their vegetables to the community. Their farms produce rutabagas, carrots, green cabbage, cauliflower, broccoli and other field vegetables, including greenhouse grown peppers, tomatoes, Long English cucumbers and mini-cucumbers.

The marketing and purchasing department is staffed by six individuals with over 100 years of combined produce experience.

On September 7, 2007 Sunfresh Farms moved into a custom built, brand new 58,000 square foot warehouse in Edmonton's West end. This facility allows for increased capacity, enhanced quality control and food safety. In February, 2008 the first value-added items such as peeled onions and carrots started to be shipped from Sunfresh Farms processing division. The value-added line has since expanded to include peeled potatoes and many other pre-cut vegetables.

3. **Ownership Type:**

Farmer owned - private company.

4. **Distribution Model/Structure:**

Consolidator (i.e., also assumes being a producer-owned operation, which produces/processes and distributes their produce).

5. **Market Channel:**

Market Outlet	% of Total Sales	Details On Market Outlet
Direct-to-consumer	--	
Food service: Restaurants	--	
Food service: Institutions	30%	Major and minor food service distributors
Specialty retail	--	
Large retail (regional, national)	70%	Major chains
Other market outlets	--	

6. Products and Services:

Products:

- Local vegetables- cabbage, carrots, rutabagas, potatoes etc. when in season.
- Fruits and Vegetables- domestic, North American and off-shore sources.
- Processed Vegetables - peeled, chopped and diced etc.
- Hothouse products – Long English cucumbers, mini cucumbers, peppers, tomatoes.

Services:

- Produce consolidation and re-distribution
- Repacking of fruits, vegetables, hot-house commodities, and
- Processing (peeled potatoes, carrots, onions, salads, dicing and slicing of vegetables).

7. Business Operations:

Consists of six farmer/shareholders that serve the Alberta marketplace. Farms are independently managed.

Sunfresh Farms has approximately 70 employees. Two shifts.

They have five delivery trucks (3-5 ton) and three tractor-trailer units. They also have a 58,000 square foot facility.

8. Other Logistics: _Product & People

Growers/shareholders wash and package their own produce commodities at the farm level. They ship to the Sunfresh warehouse directly from the farm. All shipping and receiving is done via truck and tractor/trailer units. They deliver 7 days per week in Edmonton and 6 days per week in Calgary.

9. Membership requirements

Hazard Analysis Critical Control Point (HACCP) manager and food safety supervisor on site.

Gold Standard Distribution Certification (GFTC).

British Retail Consortium (BRC) Global Standard for HACCP DISTRIBUTION AND PROCESSING. Achieved certificate audit – Grade A.

10. Looking Ahead

Further research and development with manufacturers and growers in the community.