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**Produce Pro: 30 years of growing together with the produce industry**

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A leader in ERP software for the produce and perishables industry, Produce Pro Software has been celebrating a landmark 30th anniversary centered around growing together. A company that started off small, with just a few programmers has matured to a company with more than 100 employees and four locations nationwide.

“This anniversary is all about growth. While our customers have grown, the functionality of our software continues to expand which has caused steady and strong growth for us as a company since 1990,” said Marc Hatfield, national sales manager for Produce Pro Software.

Three decades ago, Produce Pro began with a vision to create an innovative software solution that fit the specific needs and nuances of the produce industry. Come December 1990, that vision became a reality when their very first customer, Caruso Inc. launched the software. From these humble beginnings, fast forward to today where Produce Pro has nearly 300 produce companies and over 7000 end users running their fully integrated ERP solution.

“We are dedicated to providing the best and most robust solutions and support for our customers. As our company continues to grow and the industry changes at the rapid pace we have seen over the past few years, [especially this year], we will evolve and enhance the functionality of our software to support the needs of our customers and industry alike,” said Dave Donat, president of Produce Pro Software.

As 2020 comes to a close, Produce Pro took a look back on a year many of us could have never expected. This year wasn't just a celebration of resilience and longevity in the industry but a reflection of how they got here. Produce Pro wouldn't have seen growth and success without their customers, employees, and partners.

In response to celebrating their 30th Anniversary, several longstanding customers took note as to why they put their trust in Produce Pro for all these years.

- “We've been with Produce Pro since 1990, and we still believe this is the best solution available,” said Jim Caruso, president of Caruso Inc.
- “The team at Produce Pro is always thinking about the next evolution of software to meet the changing demands of our business,” said Sam Maglio, president of Maglio Cos.
- “They continually bring value, stay in tune with trends, and provide a willingness to work together and obtain solutions for our every need. Produce Pro has been a reliable work horse for our entire operation,” said Mike Maxwell, president of Procacci Bros.

“While our customers have been busy running [and adjusting] their operations this year, they continue to inspire us and drive us to do more. Our passion to not just be a software company but also experts in this industry has been the bedrock of our company these past thirty years,” said Donat. “It's a privilege to serve this industry, and we look forward to growing together for many more years to come.”

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