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**Maui Fresh ready for summer demand**

[Maui Fresh International](#), a wholesaler and distributor of fruits and vegetables for local and national customers since 2004, announced summer plans to ensure it has access to the quantity and quality of produce needed to fulfill customer demands.

The company's connections with growers across the globe position it well to maintain a steady supply despite higher costs and tight labor markets impacting growers. It also plans to add another staffing shift and continued enhancements to equipment and processes to improve efficiency.

"Every season, there are a number of factors that can impact grower supplies and the cost of produce — from weather to freight costs to labor shortages," said Francisco Clouthier, owner of Maui Fresh. "With nearly 20 years of experience in this industry, we have developed deep relationships with growers and keep our finger on the pulse of the trends to guarantee we have access to the highest quality produce at the best prices."

This summer, Bell peppers, cucumbers, melon, squash, tomatoes and wet vegetables will be in season, along with a quality supply of organic produce. Most of the produce will come from California, Canada and Baja California, Mexico; however, Maui Fresh is also tapping its network of growers across a number of Southern states to address any potential shortages.

Maui Fresh's key services include:

- **Consolidation:** Maui Fresh's consolidation services provide a cost-effective solution leveraging multiple shippers from multiple locations to minimize pick-ups and avoid trucking delays. Maui Fresh's cross-docking service will get product onto the truck in an efficient and timely manner.
- **Packaging and Custom Packing:** Maui Fresh offers customized packaging solutions to help customers save time and resources. Its team ensures that quality products are packed to cater to each orders specific needs and are ready to use.
- **Direct-to-Store Delivery:** Maui Fresh provides a DSD program that is designed to efficiently deliver product directly to the store.

To prepare for the summer season, Maui Fresh will be adding a third shift of workers. This shift will support its ability to provide custom packing solutions. In addition, Maui Fresh continues to update its equipment and processes to improve efficiencies. Recent equipment upgrades include dock levers and loading equipment to make it easier to load and unload produce.