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**Robert Rossi joins PRO\*FRESH as managing director**

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Strategic Sourcing International, parent company to PRO\*ACT and PRO\*FRESH, named Robert Rossi as the new managing director of PRO\*FRESH Sourcing. He will lead the efforts to expand PRO\*FRESH into warehouse consolidation, product merchandising and product sourcing solutions.

Rossi is an accomplished executive with over 35 years of experience in the agriculture industry. He began his career at 19, gaining extensive knowledge of the supply chain, from harvesting to distribution. He has worked in start-up and leadership roles for several companies, private ownership, buying organizations and processing operations.

In recent years, Rossi's knowledge has expanded into environmental control systems, processing and packaging equipment, where he co-owned and led operations at Field Fresh Farms for 14 years.

"We are excited to have Rob on board at PRO\*FRESH Sourcing as we continue to expand our offerings and grow our SSI companies," said Brian Kane, chief operating officer of PRO\*ACT.

Rossi resides in Monterey with his wife, Tracie, and their three children. When he is not in the office, he enjoys being outdoors with his family — surfing, wakeboarding, snowboarding or hiking.

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