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Genpro founder reflects on success of company, looks forward to future growth

By

John Groh

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[Genpro](#), a leading provider of transportation and logistics services to the fresh produce industry, is celebrating 35 years in business and eyeing future growth.

Rob Goldstein, president and founder of the Rutherford, NJ-based company, met with *The Produce News* to discuss the history of the company, the reasons behind its success and his vision for the future of Genpro.

The Produce News: Genpro is celebrating 35 years in business. Please describe the evolution of the company, including how the idea for Genpro was conceived, the goal of the company from the outset, and what was involved to making it the success it is today.

Rob Goldstein: Genpro's journey began with a passion for service and a vision to improve freight logistics. My upbringing immersed me in both the produce and trucking industries — my grandfather was a senior executive for a major retailer in New York, and my father briefly worked in transportation. These early experiences not only introduced me to the complexities of produce trading but also instilled in me an entrepreneurial spirit.

During college, my curiosity grew as I explored the concept of a non-asset-based model — providing transportation solutions without owning equipment. This research ignited my passion for produce and logistics, ultimately paving the way for the creation of Genpro. From the start, Genpro was built on a foundation of hard work, dedication and a commitment to innovation.

What was the business model for Genpro when you first launched the company?

The concept behind Genpro was simple yet transformative: to leverage relationships and adopt a unique approach to brokerage services. We aimed to provide more than just transportation by fully understanding our clients' needs and acting as an extension of their business. This focus on building genuine partnerships, combined with our emphasis on integrity and service, enabled us to create lasting relationships that supported our clients' success.

From Day One, Genpro has been driven by strategic growth and diversification. We established a strong network of carriers to meet the specialized demands of temperature-sensitive produce logistics while also expanding to serve a variety of freight needs. Through continuous investment in technology and the development of an adaptable, innovative team, we have consistently delivered exceptional service and commitment.

Can you shed some light on the name Genpro and what it represents?

The name Genpro reflects a dual focus — Gen for general freight and Pro for produce — symbolizing our commitment to excellence across all freight types. Today, Genpro is an industry leader, surpassing even my original vision while remaining dedicated to personalized, high-quality service.

As we look ahead, Genpro is committed to responsible growth, continuous improvement, and exceeding expectations for both our clients and carrier partners.

Does the current status of Genpro meet the early vision you had for the company?

When Genpro started, our vision was to provide produce transportation across all major growing regions. Initially, we focused on the Mid-Atlantic but quickly expanded, aiming to replicate our model nationwide.

Early on, we emphasized commitment, valuable service and competitive pricing, which led us to implement managed service programs. This approach added strategic value to the brokerage process, transforming transactional services into comprehensive supply chain solutions.

Genpro's success is rooted in relentless hard work, adaptability and exceptional people. In a non-asset-based business, our team is our strength. They deliver outstanding service daily, embodying our goals and culture. By working across all functions, I helped build a talented team with a strong alignment with our vision and values. This has created a lasting impact, fueling our growth and enabling us to exceed our original expectations.

Today, Genpro stands as a trusted, innovative logistics provider. Our 35 years of growth reflects a dedication to quality, continuous improvement and deep client relationships. Through our team's passion and commitment, we've exceeded our early vision, establishing Genpro as a recognized leader and standing firm as one of the top freight brokerage firms in the United States.

What were the major challenges Genpro faced during its existence and how did you overcome those challenges?

Throughout Genpro's journey, we've faced significant hurdles, from market volatility and regulatory changes to scaling operations. Overcoming these challenges meant consistently educating ourselves, adjusting to industry shifts and staying directly engaged in the field. Our adaptability led us to embrace technology, optimize processes, expand our carrier network and form solid partnerships.

What future challenges await and how are you preparing for those?

Looking forward, we anticipate that regulatory and competitive pressures will continue to evolve. We're preparing by investing in innovative strategies, staying agile and committing to continual learning to ensure Genpro remains resilient and forward-focused.

Genpro operates in the produce sector but also has operations outside of produce. Does the produce side of your business involve any special expertise that allows Genpro to stand out among other freight carriers?

Our produce sector operations are built on specialized knowledge, honed through years of experience in temperature-controlled logistics. This expertise ensures our clients' produce arrives at its freshest, with temperature monitoring and real-time tracking adding layers of reliability and quality assurance.

What are the main advantages Genpro offers to its produce clients that other carriers do not offer?

Genpro stands out by maximizing trailer utilization, understanding product compatibility to avoid cross contamination, and exceptional communication. Additionally, our skilled staff leverages our extensive carrier network to provide unmatched service options and flexibility.

What are some of the technological advances that Genpro has adopted over the last decade and how have they had an impact on your business?

Over the last decade, Genpro has embraced several technological advancements to keep pace with industry changes and enhance service quality. By utilizing transportation management systems, real-time tracking, and data-driven logistics management, we've significantly improved efficiency, reduced delays, and boosted customer satisfaction.

What future tech advances are on the horizon and how might these affect Genpro's business?

Moving forward, we're exploring automation opportunities and expanding our data analytics capabilities to refine operations and meet evolving client needs. These technologies will allow us to continue adapting to industry demands while aligning our staff to uphold our commitment to superior service.

Where are the areas of potential growth for Genpro and what strategies do you have to achieve that growth?

For the future, Genpro is focused on expanding within produce logistics and diversifying into other temperature-sensitive sectors, along with enhancing digital tools to drive efficiency. Our strategies include building stronger carrier partnerships, improving technology and expanding our service portfolio to meet a wider range of logistics needs.

Over the next three to five years, we aim to achieve significant growth, with specific targets to increase our client base, optimize operations, and capture a larger market share. This structured approach will support both our immediate goals and long-term aspirations to stay in the top 100.

[John Groh](#)

About John Groh |

John Groh graduated from the University of San Diego in 1989 with a bachelors of arts degree in English. Following a brief stint as a sportswriter covering the New York Giants football team, he joined The Produce News in 1995 as an assistant editor and worked his way up the ranks, becoming publisher in 2006. He and his wife, Mary Anne, live in northern New Jersey in the suburbs of New York City.

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