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Fresh Express acquires McEntire Produce

[Fresh Express Inc.](#) has acquired McEntire Produce Inc., a fresh-cut processor, repacker and wholesaler supplying the foodservice industry since 1938. This strategic acquisition, confirmed by John P. Olivo, president of Fresh Express, [and](#) Carter McEntire, president and [CEO](#) of McEntire Produce, combines McEntire Produce's strong foodservice capabilities with Fresh Express's [national](#) retail supply footprint, unlocking exciting growth opportunities across the foodservice sector.

This transaction [will](#) allow the newly formed Foodservice Division of Fresh Express under the McEntire Produce name, to expand [its](#) reach and offer a [national](#) foodservice solution while leveraging Fresh Express's expertise in growing, harvesting, manufacturing, distribution [and](#) innovation. McEntire Produce [will benefit](#) from Fresh Express's [national platform](#), now with six plants across all regions of the [country](#), access to [an](#) extensive grower network and advanced supply chain capabilities. The shared goal is to continue to build upon the long-standing and highly treasured key customer relationships, enhance Fresh Express's [commitment](#) to reducing [total](#) food [miles](#) and carbon emissions while lowering route-to-market costs for McEntire Produce products and to identify opportunities for growth and expansion.

"We are pleased to announce the acquisition of McEntire Produce by Fresh Express. This [will](#) significantly enhance our offerings and [services](#) to foodservice customers and consumers through increased investments in innovation, efficiencies [and](#) food safety, and we [will](#) undertake a seamless integration of the business' strengths and employees," said Olivo.

"For 85 [years](#), McEntire Produce has been operating [its](#) produce business and distribution [fleet](#) in Columbia, SC, serving the [local community](#) and customers in [more than](#) 20 states across [the East Coast](#). I am excited to continue growing the business in my new capacity of [vice president](#) of Foodservice reporting to John Olivo," McEntire said. "We would like to especially extend our deepest [appreciation](#) to our dedicated employees for [their](#) valuable contribution [over](#) the [years](#), which are the [foundation](#) on which we all have built this highly respected business," [he](#) said.

Both [companies](#) share a strong [commitment](#) to food safety, a core value at the very heart of [their](#) culture and operations. By combining McEntire Produce's groundbreaking Simply Clean wash system with Fresh Express's advanced RFID-based food traceability [technology](#), the [companies will further](#) elevate [their](#) food safety programs, reinforcing [their](#) dedication to delivering superior products that build trust with consumers and customers alike.

Photo: John P. Olivo, president of Fresh Express, [and](#) Carter McEntire, newly appointed [vice](#)

[president](#) of foodservice, shake hands [following](#) the successful [Dec. 13](#) acquisition of McEntire Produce by Fresh Express.

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