



MORRISON & COMPANY

IN THIS ISSUE:

DID YOU KNOW?



MORRISON TRIVIA!

How much do you know about Morrison & Company?



MORRISON SNAPSHOTS

The season has been busy for our team. See what Morrison & Company has been up to.



CLIENT CORNER

There is always a lot going on with our clients. Catch up on our latest client news.



PROPACIFIC FRESH: 35 YEARS OF INNOVATION AND GROWTH

In 1983, friends Bruce Parks and Jim Duggan met “on a tailgate over beers” and agreed to merge their produce distribution businesses. Known then as “Chico Produce,” the combined firm began joint operations in a 100-year-old building in Chico, California, that was previously occupied by Levy Zentner Produce Company, from which it distributed fresh produce to restaurants and other local retail businesses.

In 1990, the company moved to a large property it acquired in nearby Durham. By the late-1990s the retail landscape was changing, and the leaders of the company recognized they needed to reinvent the business in order to grow and thrive. Initially the company expanded their offerings to include dairy, cheese, eggs, oils, and canned goods, and later continued their product line expansion to include meat and frozen food products. In addition to restaurants and retailers, the company honed their

expertise in serving schools, hospitals, and other institutions and large buyers. Their geographic markets expanded along with their product lines and target buyers.

Though the company had felt certain the Durham facility would be sufficient for the foreseeable future, the success of the new business model proved them wrong. By 1997 the company had built an additional 30,000 square feet of cold storage, 4,000 square feet of office space, and a new 16,000 square foot truck repair facility. In 2016, a new 13,000 square foot freezer was built to support the continued growth of its frozen food product line.

By the end of the 1990s, “Chico Produce” was no longer a fitting name for a business that was about much more than produce. It was now distributing top quality fresh and frozen foods well beyond Chico, south to Fresno and into Oregon and Nevada. The company changed its operating



PROPACIFIC, CONTINUED ON INSIDE LEFT PAGE →



name to “ProPacific Fresh” in 2000 to reflect its expanded product lines and geographical service areas.

Jim Duggan passed away in 2006, while Bruce Parks retired in 2013. Today the company is owned equally by Bruce’s sons Nate Parks, President & COO, Justin Parks, Executive VP – Operations & Transportation, and by CEO Terry Richardson. (Nate, incidentally, was drafted by the Kansas City Chiefs in 1997 and later played with the Oakland Raiders and San Francisco 49ers.)

ProPacific Fresh continues to look ahead. The company has invested several million dollars in technology improvements including new Enterprise Resource Planning (ERP), Order Management System, and Transportation Management System software, as well as Warehouse Management System software with voice-directed order picking. The company strives for a “perfect order percentage,” measured daily, with orders delivered to the right place, with the right product, at the right time, and at the right price. The company has also implemented world-class human relations practices to help their team with both professional and personal growth. According to CEO Richardson, “People make our company; their commitment makes it all happen.”

ProPacific Fresh’s Durham Pentz Truck Center, originally established to serve their own fleet of vehicles, is now a full-service truck repair and maintenance center serving the transportation and agriculture industries throughout the North State—which now make up the bulk of its work. In total, ProPacific Fresh today employs around 150 people.

Morrison & Company is pleased to have assisted ProPacific Fresh transition a new accounting team, providing continuity during a year-end review, software conversion, and key departmental changes. We have also helped assess and develop improvements to accounting systems and controls. We are thankful for the opportunity to be part of the innovative ProPacific Fresh story!



Morrison’s Tim Peters with ProPacific CEO, Terry Richardson