

The background of the advertisement is a photograph of a farm field. The field is filled with rows of leafy green vegetables, likely kale or lettuce, growing in raised beds. The plants are vibrant and healthy. In the distance, more farm fields and trees are visible under a bright, slightly hazy sky, suggesting a sunrise or sunset. The overall image conveys a sense of natural, fresh produce.

**CHOOSE YOUR PRODUCE
WITH CONFIDENCE**

ALL YOUR PRODUCE NEEDS. ONE BRAND.

Produce can take a starring role on your menu in any season. As many chefs agree, it can easily add the interest, color and flavor that puts your dishes over the top.

COUNT ON CROSS VALLEY FARMS®

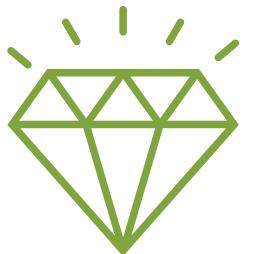
FRESH PRODUCE SOURCED AND SELECTED WITH STRICT STANDARDS

Cross Valley Farms® delivers the best in fresh produce, from whole fruits and vegetables to innovative and ready-to-use solutions saving time and money. Our produce is picked at just the right time to ensure product quality and consistent availability. We source from farms in diverse regions for consistent product, which is packed and delivered with care.

YOU'LL ALWAYS FIND:



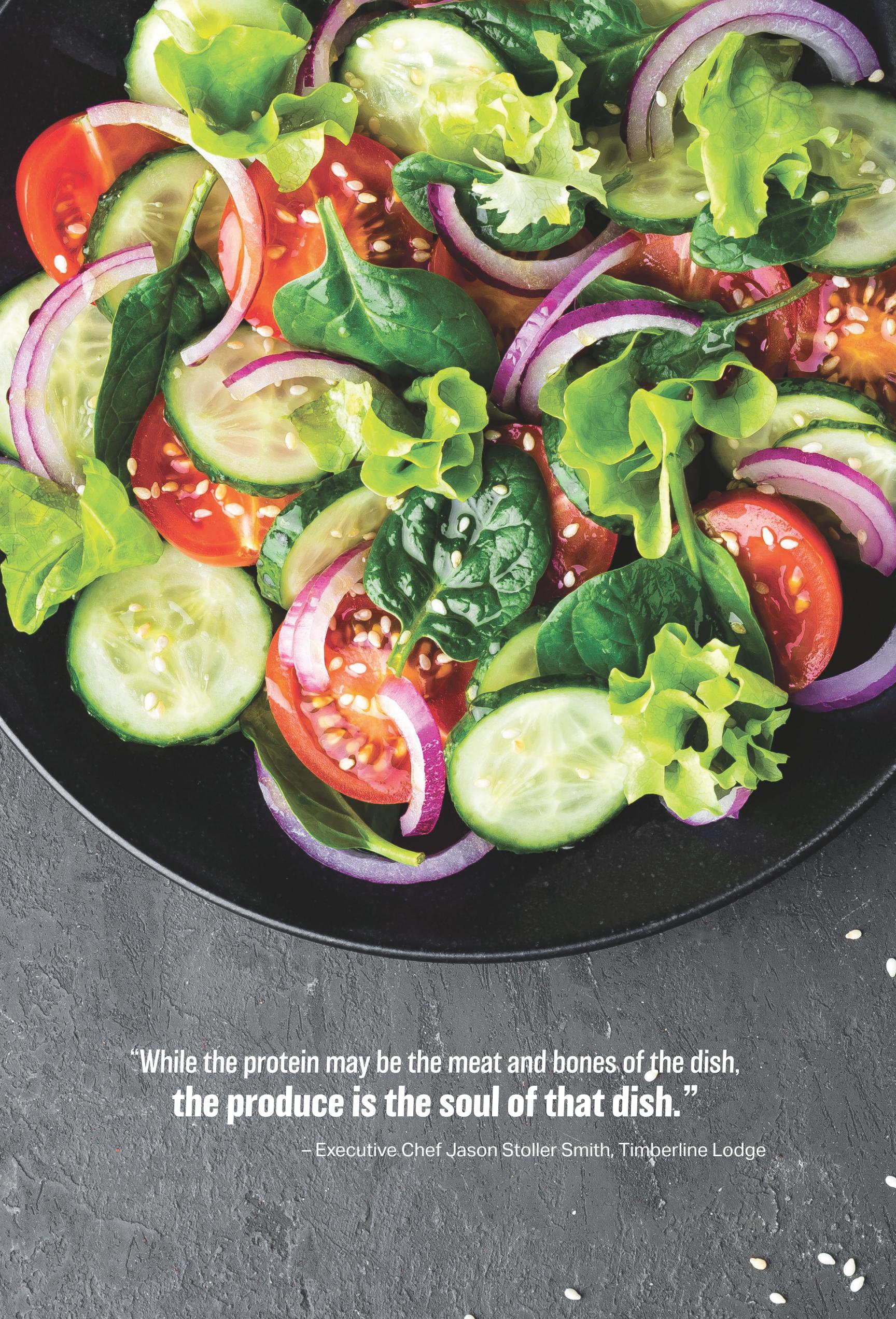
TRUSTED
QUALITY



EXCELLENT
VALUE



CONSISTENT
AVAILABILITY



**“While the protein may be the meat and bones of the dish,
the produce is the soul of that dish.”**

– Executive Chef Jason Stoller Smith, Timberline Lodge



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to learn more about Cross Valley Farms
or visit: usfoods.com/crossvalleyfarms

CROSS VALLEY FARMS® FROM FARM TO FORK TO MENU FAVORITE!

US Foods® is committed to produce quality assurance across the board, from the farm to our warehouse to you and finally, your diners' plates.

View our supply chain process on the pages ahead to see the details behind every quality measure we take.



1 FARM

Our growers and suppliers use best practices for the specific products they provide - whether it's investing in new varieties of seeds, resulting in higher yields, better taste and better quality, or better packaging to help protect quality.



2 AUDITS & INSPECTIONS

We deploy third-party product inspectors to protect quality when growing region transitions or quality issues are identified by our in-house produce experts as needing a closer look.



3 HARVEST

Our growers typically cut, pack and ship within 24-48 hours of harvest.



4 TRANSPORTATION

Products are transported in temperature-controlled trucks to help protect the cold chain, so products arrive in great condition.

US Foods® Produce Inspectors review temperatures recorded throughout transportation from the supplier to US Foods warehouses, and check temperature in refrigerated receiving areas on receipt.



5 US FOODS® RECEIVING

Upon receipt, US Foods® Produce Inspectors check product quality, condition and temperature using modern warehouse-receiving technology, including a proprietary tool called "Fresh Check."

Fresh Check is a product sample inspection process, exclusive to US Foods, that ties our warehouses and inspectors to our suppliers, ensuring quality from field to warehouse to you.



6 US FOODS® STORAGE

We inspect a sample of products to meet quality and condition requirements prior to shipping. Through this sampling process, products are handled minimally and carefully to maintain quality.

Our monthly assessment of 27 control points evaluates proper handling, storage and delivery standards to help maintain cold chain from our warehouse to your door.



7 US FOODS[®] DELIVERY

Our drivers are the last line of defense in protecting the quality of our produce from the fields to your door. We protect the cold chain with investments in proper handling gear, including blankets and bulkheads for customer delivery.



8 OPERATOR RECEIVING AND STORAGE

Our customers need to inspect produce immediately upon receiving and monitor product while in-house.

Exclusive to US Foods[®], our color-coding system will guide you in identifying where products should be placed for optimal quality.

Follow the cooler map for the best produce quality, matching the label color on the box to the spot inside or outside the cooler.



SCAN TO SEE OUR DIGITAL COOLER MAP

or go to usfoods.com/digitalcoolermapp
or request a printed version from your US Foods Sales Representative





WHY CROSS VALLEY FARMS® FOR WHOLE FRUITS AND VEGETABLES?

- **Sourced from excellent suppliers:**

We source from growers across the world's major agricultural regions to deliver a consistent size, color and flavor of fresh produce

- **Quality whole fruits and vegetables:**

Cross Valley Farms® only offers the top USDA grades, with our specifications meeting or exceeding USDA top grade standards

- **If a product doesn't meet our strict specifications, it is not packed within the Cross Valley Farms brand**

- **Detailed requirements for specific products that exceed federal standards, including:**

All Cross Valley Farms tomatoes are double washed during the repacking and sorting process

All whole-head Cross Valley Farms Romaine and Iceberg Lettuce has upper and lower weight tolerances. Our weight requirements maximize yield out of the box.

All Cross Valley Farms Russet Potatoes and Jumbo Onions have tighter (larger) sizing specifications than USDA No. 1, resulting in more consistency



READY-TO-USE PRODUCE THAT OFFERS CONVENIENCE IN YOUR KITCHEN

In addition to whole fruits and vegetables, you'll find a wide array of ready-to-use produce. From chopped lettuce and salad mixes to sliced tomatoes or onions, to innovative solutions like our Diced Colorful Veggie Blend with Sweet Potatoes or Apple Pineapple Pico de Gallo. Cross Valley Farms® ready-to-use produce offers:

- **Consistent, excellent quality**
 - Consistent cuts, quality and flavor profiles
 - Packed to our specification for each product
 - Best-in-class suppliers that meet our strict product specifications
- **Ready-to-use**
 - Items are prewashed as needed
 - Reduced prep time, resulting in labor savings
 - Our ready-to-use produce reduces the opportunity for in-house injuries
- **100% usability**
 - No waste or yield loss, because product is pre-cut and ready-to-use
 - Consistent weights and yields
 - Easy to calculate cost-per-serving based on consistent price, yield and weight

PRODUCE EXPERTISE AND RESOURCES YOU CAN RELY ON

US FOODS® PRODUCE SPECIALISTS HELP YOU:

- Find the right produce items for your needs, including unique and innovative selections, and use them effectively across your menu
- With tools that provide opportunities to save labor, time and money
- Identify current produce trends and proper storage to help maintain quality



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to book a free 1:1 consultation with a produce specialist near you or visit:
usfoods.com/getsupport

The **US Foods Farmer's Report** keeps you up-to-date on weekly produce and market trends that affect the foodservice industry.



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to access Farmer's Report, or visit:
usfoods.com/farmersreport

Visit our **Produce Resource Center** for the tools and support you need to find the right type and quantity of produce for your operation. There, you'll find information on specific produce categories, plus our time- and cost-saving tools, like:

- Prep-Saving Calculator
- Yield Guide
- Seasonal Produce Guide



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US.
FOODS[®] EXCLUSIVE
BRANDS