

For fresh fruit and vegetable marketing and distribution in Asia



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## ***Fresh produce focus for CH Robinson***



CH Robinson launches global brand Robinson Fresh to raise its profile in the fresh produce industry

**L**ogistics company CH Robinson is expanding its presence in the fresh produce industry with the launch of Robinson Fresh, a new brand offering marketing support and market data.

Robinson Fresh is the umbrella brand covering CH Robinson, FoodSource, Rosemont Farms and Timco Worldwide, built on a global network of growers across 36 countries, with a focus on asparagus, corn, dry vegetables, melons and tropical fruits. Robinson Fresh will have exclusive marketing rights

to consumer brands including Mott's, Welch's, Tropicana, Green Giant Fresh and Glory Foods.

Founded as a wholesale produce broker in 1905, CH Robinson has expanded to one of the largest produce companies in the world, now covering marketing strategies, grower and seed development and strategic acquisitions.

The launch of Robinson Fresh is the culmination of more than 100 years as a fresh produce supplier, said Jim Lemke, senior-vice president at CH Robinson in a company press release.

"Robinson Fresh will connect our customer's needs and desires with the collective expertise of an organisation that, for over a century, has developed unique products by utilising talent, processes and technologies that can improve business outcomes in unexpected ways," Lemke said.