

Henry Salcedo – Produce Professional

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Produce Industry professional with over 35 years of experience:

- Contract Negotiation
- Business Development
- Product Management
- Logistics support considering delivered cost, cold chain requirements and expiration dates.
- Develop and Maintain strategic relationships with suppliers.
- Knowledge of PACA requirements and USDA Produce Inspection Protocol.

Education

Bachelor of Science in Horticulture & Ag Business, 1985

University of Arizona - Tucson, AZ

Experience

Raw Product Procurement Manager

Fresh Express, Inc. - Salinas, CA - 1999 to 2018

- Managed \$170 million program maintaining and developing grower/shipper relationships: Quality, Cost optimization considering business/ production goals, Minimize supply exposure considering Food Safety and Logistics. Negotiate cost/supply agreements with existing and new supply partners aligning with Business Management profitability objectives.

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- Collaborated with Fresh Express National Business Managers supporting McDonalds, Subway, Burger King, Yum Brands, Chipotle and Retail Partners.
- Managed a cohesive, productive five-member Ag Ops team for over ten years.
- Transitioned a \$10 million Onion program from whole unpeeled to whole peeled considering favorable COGS and McDonald's freshness requirements in close proximity to manufacturing facilities.
- Tactically planned and executed an apple procurement model to secure 150% McDonalds volume increase considering Food Safety, Contingency Supply, Logistics, Cost, Expiration dates and Quality Assurance.
- Developed scalable \$27 million apple cost optimization program for Fresh Express Network.
- Project manager for a Pineapple raw cost optimization team to reduce waste and increase plant processing yields. As the raw pineapple product manager, we introduced a crownless pineapple into our network reducing waste by 28% and optimizing transportation cost.

Sales

All Service Distributors - Nogales, Arizona - 1992 to 1999

- Business development: increased volume of fruits and vegetables by 100%, revenue YOY increased 10%; customer service: providing quality assurance for every order shipped, daily market/supply trend updates and transportation availability updates.

Assistant Sales Manager

Sunset Sales - Dana Point, California - 1988 to 1992

- Developed a Nogales sales office: Business development, established relationships with Nogales vendors, tracked fruit and vegetable market trends identifying and communicating procurement opportunities, and improved

quality assurance model meeting or exceeding customer expectations. Volume increased 200% from previous years with a 60% reduction in product rejection and 20% revenue increase due to timely market opportunity purchases.

Sales Associate

Irving Acres - Boston, Massachusetts - 1986 to 1988

- Provided Sales team with customer service support: collaborated with field technicians to communicate supply forecast, quality trends, and market conditions.
 - Implemented quality assurance programs meeting or exceeding customer expectations, and developed market information model for Eastern Potato supply and quality forecast.
-