

Made in the Mid-Willamette Valley: Truitt Bros., Inc.

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Company name: Truitt Bros., Inc.

Contact: Peter Truitt

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Business description: Truitt Bros. has been a leader in the shelf-stable foods industry since 1973. This position has been established through innovation and by bringing quality shelf-stable foods to a wide variety of establishments, from restaurants to schools to healthcare facilities to supermarket retailers. Located in the Willamette Valley, the premier growing region of the United States, Truitt Bros. understands what fresh, great-tasting food is all about.

Employees: More than 500

Business specialties: In addition to seasonal canned Bartlett pears, sweet cherries, plums and Blue Lake green beans, we also produce shelf-stable entrees, side dishes, and desserts.

Business history: David and Peter Truitt were still in their 20's when they purchased the original cannery that houses one of the company's divisions today. What they lacked in life experience the brothers made up for with energy, optimism, great employees and a strong family heritage in the food processing business.

As they learned about their customers, meeting the demand for products of the highest quality became paramount and a determining factor for their future vision for their food manufacturing company.

By the end of the 1970's, the Truitt's historic cannery had been completely reconfigured inside and out, while less tangible shifts were taking place in the business model. David worked hard to establish individual relationships with growers and suppliers while Peter forged similarly close relationships with customers. Today these relationships are the cornerstone of a business that prides itself on integrity and an unparalleled service ethic.

What is biggest advantage of doing business in the Mid-Willamette Valley: The motivated, positive, energetic people.

Essential business philosophy: Quality products ensuring quality of life—for generations to come. Nearly 40 years ago, Truitt Brothers discovered the secret to creating the highest quality foods was simply doing the right thing for our customers, employees, growers, and the

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environment. Preserving products through safe natural methods, not chemical preservatives. Continually working to minimize our environmental footprint, and making our good practices great. This approach costs more, but the quality, safety, and long-term impact of our products are well worth it.

Best way to stay competitive: Listen to your customers and provide them value.

What is most challenging in work: Our distance from the majority of population centers.

Best business decision: Becoming expert on producing all types of shelf stable products.

Toughest business decision: When we have to let people go (which thankfully, doesn't happen often).

What trends do you see happening in your industry: The need for more healthy, nutritious foods.

Company affiliations: Food Alliance, Oregon Restaurant Association, National Restaurant Association, Oregon Tilth, BRC Certified

Major clients: Roth's, Ray's Thriftways, New Season's Markets, Fred Meyer, Safeway, Burgerville (pumpkin pie milkshakes), Laughing Planet (Smart Beans), Mt. Bachelor (beef chili) Food Services of America, US Foodservice, Sysco and other fine companies.

For additional information contact SEDCOR at 503-584-7303 or email sappleby@sedcor.com.