

## TRIPLE H

“PMA helped boost our brand recognition. As a result, our exports to the U.S. increased to more than 70% of total sales.”

– *Heriberto Vlamincck Jr., Vice President of Operations, Triple H*

### ABOUT TRIPLE H

Known for their harvesting, packaging and commercial distribution efficiencies, Triple H is a family-owned Mexican grower/shipper that prides themselves on delivering year-round quality, flavor and freshness to their customers. The company is a proud provider of a wide selection of produce, including tomatoes, peppers, avocados, cucumbers, broccoli, lettuce and grapes.

Founded in 1979 and located in Culiacan, Mexico, Triple H has assembled an extensive network of associated producers throughout Mexico, Chile, Argentina and Peru. Always looking for producers with a strong passion for their land, a solid reputation in their communities and the capacity to deliver safe and healthy products, Triple H is aggressively working to expand their export business.

A member of the Produce Marketing Association (PMA) since 2008, Triple H Vice President of Operations, Heriberto Vlamincck, serves as President of PMA's Mexico Country Council.



“Let me put the benefit of PMA in black and white. It's helped us meet the people in key positions in the U.S. that have opened doors.”

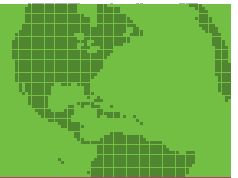
### THE CHALLENGE

Anxious to capitalize on global demand for its products, Triple H aims to become one of the top 5 Mexican produce exporters to the U.S. To reach this objective, the company looks to increase direct sales to U.S. retailers by 20% annually. While an aggressive goal, they feel it is attainable with continued support and assistance from PMA.

### VALUE PROPOSITION

Heriberto quickly recognized that his association with PMA could provide the strategic insights, resources and industry contacts necessary to catapult Triple H to global success. Triple H regularly contacts PMA to secure custom lists of retail prospects by market and information on local produce safety guidelines. Through PMA, Heriberto





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has cultivated relationships that have allowed Triple H to market directly to supermarkets and smaller retail chains.

The organization has used PMA's network of global suppliers and service providers to achieve their sales objectives. Additionally, Triple H takes full advantage of the PMA Foundation for Industry Talent events and skills-building programs to recruit and train their management team.

### RESULTS

Today, Triple H trades more than 1,000 loads of produce a year to the U.S. They are adding new export products and expanding operations to double the size of their business in coming years.

***A key success metric in Heriberto's mind is the percentage of his direct sales to U.S. supermarkets and chains: "Before PMA it was 0%. Now it is 70%. That's a big jump!"***



"The more involved you are in PMA, the more benefits there are to your business. It's really that simple."

Along with introductions to retailers, PMA is helping Triple H find growers within and outside of Mexico.

### THE FUTURE

As Heriberto looks to the future, he sees a continued partnership with PMA as the

cornerstone to Triple H's global expansion. Quick to point out to fellow Latin American produce companies that PMA is more than simply Fresh Summit, he advocates taking advantage of the many benefits PMA membership offers.



"We are expanding into the Dominican Republic and Central America. Our PMA membership will help open those doors, as well."