

EMPOWER FRESH'S "Fresh Takes Blog" Ignites and Leading the Charge with Retail Intelligence

Fresh departments, powerful message, insight-packed content and innovation.

Fresh Takes Blog

Stay up to date with all things fresh in the world of produce!



The Fresh Industry is igniting over the "Fresh Takes Blog" by Empower Fresh and it's at the center of conversations across the industry. Weekly content from some of the industry's leading subject matter experts with powerful data stories, sharp retail analytics and innovating focused commentary.

Although I started very young at the age of 12 or 13 working in a Produce warehouse and then ultimately an IGA Produce Department, in the 90s, I have been working primarily in my own Saas/Cloud Technologies until 2022. One thing that I saw stepping back into the produce department was the same, dilapidated technologies, if any. Still a clipboard, pen and scan gun. Today's technologies, especially Operational AI tools are poised to bolster their operations, solve some of their most difficult challenges and increase their advantages in fresh. – Rob Austin, CEO, Empower Fresh



"Fresh Takes Blog" explores challenges and opportunities facing the fresh departments today, offering the fresh supply chain practical guidance rooted in real-time market intelligence.

With top stories such as "Do Independent Retailers Deserve to Survive?" by Jesse Himango and What Retailers Get Wrong About Brining AI Into Fresh by Matt White. The Fresh Produce Supply Chain is evolving, Empower Fresh continues to push boundaries, helping independents and major chains alike navigate the future with confidence, clarity and actionable intelligence.

During my years in retail, I couldn't relate most articles as they didn't pertain to fresh or weren't written by people with a realistic understanding of retail. Fresh takes has both. Created by retailers with fresh in mind. No "Duckies and Bunnies" just real topics and insights. – Jesse Himango, CFO Empower Fresh



*"Since bringing on EmpowerFresh in produce over the last year, we've seen a real drop in shrink and far fewer out-of-stocks on the floor. The results have been strong enough that we're rolling out the other departments as quick as we can." — **Jordan White, Whites Foodliner***



If you would like to take advantage and join the fresh Revolution either visit our website or join our newsletter today! It will be the best decision you make this year!

Sign up for our Fresh Takes Blog Newsletter or check out <https://empowerfresh.com/fresh-takes> to get caught up on all the Fresh Stories that are hot right now in our industry.

About Empower Fresh: Empower Fresh, we are pioneering the future of fresh retail as the first native AI company built by and for the produce industry. Our mission is to empower independent retailers with intelligent, intuitive technologies that transform how they operate, reduce food waste, and drive sustainable growth. Guided by deep industry experience and a relentless focus on practical solutions, we help fresh departments become centers of loyalty and profitability—where independent businesses can outperform even the largest competitors. We exist to help retailers not just survive but lead and inspire in their communities.

empower fresh AI