Luis Herrera

PRODUCE MANAGER

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Summary

Produce Manager with 6 years in grocery produce, the last 3 running a $3.1M department in Fresno with 7 clerks. Handles produce ordering, merchandising, shrink control and food safety, and tracks sales and margins in Excel. Built strong local grower ties and customer service that lifted produce sales 8% in 2025.

Skills

- Produce Ordering
- Merchandising
- Shrink Control
- Food Safety
- Inventory Management
- Scheduling
- Excel
- Outlook
- Customer Service
- Leadership

Experience

Produce Manager 09/2023 - Present

Valley Harvest Markets Fresno, CA

Independent grocery chain with 6 stores.

- Manage a **$3.1M** produce department and 7 clerks, growing sales 8% in 2025 with local and seasonal displays.
- Plan produce ordering 6 days a week from sales history, holding shrink at 4.8%, down from 6.5%.
- Build weekly merchandising sets and ad displays, with 3 of them chosen as chain examples in 2025.
- Maintain food safety logs for cold storage, wash and trim areas, passing 4 of 4 county inspections.

Assistant Produce Manager 06/2021 - 08/2023

Sunnyside Food Center Clovis, CA

Neighborhood grocery store with $18M in sales.

- Handled produce receiving and quality checks for 2 trucks a day, rejecting $9K in poor product in 2022.
- Arranged weekly schedules for 5 clerks around truck days and weekend traffic.
- Tracked weekly sales and margins in Excel and emailed results to the store manager through Outlook.

Produce Clerk 05/2020 - 05/2021

Sunnyside Food Center Clovis, CA

First grocery job; promoted after 1 year.

- Trimmed, crisped and rotated wet rack produce on 40 feet of cases each morning.
- Answered customer questions on ripeness and cut fruit trays for 15+ catering orders a month.

Education

High School Diploma 06/2019

Roosevelt High School Fresno, CA

Certificates

California Food Handler Card

ServSafe

05/2020