NEWS | FOOD

South Mill Champs announces acquisition of World Fresh Produce

This strategic acquisition enhances South Mill Champs' position in the overall produce space, combining its expertise in mushrooms with World Fresh Produce's experience with speciality produce items

By **Shraddha Warde** | December 1, 2023



WorldFresh

> WordPress post #29848

This strategic acquisition enhances South Mill Champs' position in the overall produce space, combining its expertise in mushrooms with World Fresh Produce's experience with speciality produce items

South Mill Champs, a vertically integrated North American grower and supplier of fresh mushrooms and functional mushroom foods, proudly announces the acquisition of World Fresh Produce, a dynamic global fresh produce sourcing organisation. This strategic acquisition enhances South Mill Champs' position in the overall produce space, combining its expertise in mushrooms with World Fresh Produce's experience with speciality produce items.

Founded by Michel Matouk in 2018, World Fresh Produce's management team has decades of collective produce industry experience with a commitment to quality. The company's focus on offshore, direct-from-grower, supply relationships creates value chains where customers obtain efficient and consistent supply, and growers gain access to key markets in North America.

"World Fresh Produce's dedication to quality, innovation, and customer satisfaction aligns seamlessly with our goals and values at South Mill Champs," said Michael Richmond, Vice President of Sales at South Mill Champs.

"Our goal has always been to provide top-notch speciality products and services to our customers," added Matouk. "With World Fresh Produce now part of the South Mill Champs family, we are even better positioned to meet the diverse needs of customers across North America." Matouk will lead SMC's produce sourcing operations as Vice President of Global Produce Sourcing going forward.

Read online: https://nuffoodsspectrum.in/news/14/20496/south-mill-champs-announces-acquisition-of-world-fresh-produce.html
© 2026 NUFFOODS Spectrum. All rights reserved.