

Wholesome Heroes

represents individuals who are making a positive impact in their community through their work, volunteer efforts, sustainability, or health and wellness initiatives.



WHAT MAKES JOSEPH A WHOLESOME HERO?

Joseph has long been an industry advocate, sitting on the boards of associations and lending his insights for the betterment of the industry. His commitment to giving back and creating opportunities through his personal and professional life aligns with his vision of doing things that matter in his community and making a difference. Joseph is a Wholesome Hero through and through.

- 1 PRODUCE LOVE
- 2 GIVING BACK
- 3 MEANINGFUL PROGRAMS
- 4 IMPACT OF GIVING
- 5 INSTILLING VALUES
- 6 ADVICE FOR GETTING INVOLVED



RAINIER® FRUIT CELEBRATES WHOLESOME HEROES

Joseph Bunting

Produce Director, United Supermarkets

YEARS AT UNITED SUPERMARKETS:	YEARS IN PRODUCE:	FAVORITE PRODUCE ITEM:
27	25	Grapes



“There is something new and exciting each day. You never know what challenges the day will bring, whether it’s markets, Mother Nature, transportation, etc. Each day is a chance to call an audible and solve a problem. It keeps things from getting boring.”



He’s been active through his church, company, and his kids’ organizations as well as within the local community. It’s his work with United that has posed a continual company challenge that includes “doing the right thing,” but it is also how he was raised.



Whether serving on boards, contributing to community needs, or supporting industry programs like Take a Bite Out of Hunger, Pears for Pairs, and Real Sweet’s Feeding America, being involved has helped Joseph understand how much need there is in the community concerning issues like hunger and homelessness. The nice thing about industry-supported programs is that he can help make a difference in ways he is already doing. It’s clear that such small acts have a significant and lasting impact for so many.



“The biggest thing I’ve come to understand through giving back is that we can’t take things for granted. We all have so much; we don’t realize how others might be struggling and how we can help.”



“I lead by example. When others understand why something is important to me and why I am passionate about it, they naturally become inspired to take part as well.”



“Get on a path to do something. Don’t stand on the sidelines. There is need everywhere if you only open your eyes. We need to think about how we can help our communities, the places we live, and how we can serve people better.”