

“*Wholesome Heroes* represents individuals who are making a positive impact in their community through their work, volunteer efforts, or health and wellness initiatives.”

RAINIER® FRUIT CELEBRATES *WHOLESOME HEROES*

# Brian Hampton

Produce Category Manager – Federated Co-op Limited



YEARS IN PRODUCE	YEARS WITH FEDERATED CO-OP LIMITED	FAVORITE PRODUCE ITEM
40+	13.5	ClemenGold mandarins



## WHAT MAKES BRIAN A WHOLESOME HERO?

Brian is a volunteer for Cochrane Search and Rescue as a Ground Searcher in Alberta, Canada. Last year, he donated more than 200 hours and spent a year training to become a Ground Searcher. Now, he has gotten into tracking as a specialty. Brian is also a Director for the Canadian Produce Marketing Association, trying to increase consumption of fresh fruit and vegetables.

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For Brian, it feels really good to give back to the community as the pressures from today's world make people work hard, long hours. It's important to get away from that hustle and connect with, and help, people.



Search and Rescue (SAR) teams from all over Alberta get together in April each year and have helicopters, police, and firefighters put on a mock-search based on a crisis situation. Groups are tasked to conduct water rescues, mountain rescues, and all teams work together and pitch in to accomplish the tasks.



Make the time, and when you do, the rewards you'll reap are totally worth it. If you're an outdoors person, there's always a need for more people to get involved in SAR!



There's a great need for volunteers. Brian shares in the idea that only you can make a difference. Anyone can get stranded or lost—if anyone you know goes through that, you understand the need. For Brian, it totally changed his perspective on life.



Brian loves being outdoors, so was looking for a way to give back while spending time outside. Now, Brian commutes to Cochrane to give his time as a Search and Rescue volunteer.



No two days are ever the same: it's so fast paced and when you spend as many years in the industry as Brian, it becomes almost hypnotic. "I couldn't get out of produce if I wanted to," he says. The industry keeps your mind active, and Brian enjoys the global focus. Some of the biggest joys come from beating the competition and finding unique solutions. You're only as good as your last order, so the job keeps you on your toes!