

Go Solo

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Fresh Produce From Farm to Family - Pacific Coast Trading Company



Interested in starting your own entrepreneurial journey in food and beverage but unsure what to expect? Then read up on our interview with **Scott Schultz**, Director National Organic Sales of **Pacific Coast Trading Company**, located in Portland, Oregon, USA.

What's your business, and who are your customers?

We are essentially a logistics company enabling small Organic farmers from around the world to bring their products to our customers. Our customers are mainly Wholesale companies and Retail stores, though we also service home delivery companies and processors as well.



Tell us about yourself

I was working for a company that did not fit my moral compass. I needed a change, so I found a produce company that was open to starting a new department and joined them. I started with just my experience in the produce industry and was driven by a passion for helping farmers. That was four years ago, and today I am still driven by the same passion and guided by the same vision. Nothing makes my day like a thank you from one of our growers or customers.

What's your biggest accomplishment as a business owner?

Maintaining a healthy work-life balance and culture has been mandatory to my personal success and to that of our company. It is listed as a highlight in our job postings, is an intentional part of our interviews, and is a philosophy we truly embrace as a company. Our culture is as defined by, as it is defining of our values-that is a big part of our success.

What's one of the hardest things that come with being a business owner?

Leading by serving is the hardest part to me and also the most rewarding.

What are the top tips you'd give to anyone looking to start, run and grow a business today?

Be ready for the unexpected. Always serve all stakeholders with respect, kindness, and dignity. A keen eye for detail management will serve you well.

Is there anything else you'd like to share?

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