

## Cheryl Fuller

Fresh Seafood Merchandiser,  
Halperns' Purveyors of Steak and Seafood

**What do you do in your position day-to-day?**

I'm up very early buying and working on the inventory. After a company-wide fish call discussing trends and availabilities, I then head to the facility where I'm able to check the fish coming in that day, followed by paperwork and merchandising of what's in house. At any given time we can have multiple tours of the facility and training sessions.

**How is Halperns' different from other companies you've worked with?**

At Halperns' we operate with a very high set of standards for both ourselves and for our customers. Halperns' also invests a lot of time on educating its sales team. Every merchandiser spends multiple days with sales teams from specific regions, equipping them with the knowledge they need to be successful in their particular market.

**When you joined the company, what was your biggest challenge?**

Changing how a beef dominated company approached fresh seafood.

**As a merchandiser, what do you look for in your fish? If people are looking to sell to you, what advice would you give them?**

We have our own boats so we're able to control the quality, and we source the best. It also helps that we have some very strong loyal partnerships and we take very good care of our partners. My advice to anyone looking to sell Halperns' would be to get to know the company and our philosophy. We're very different and walk to our own beat. We don't focus on what other companies are doing. We focus on how to service our customers better everyday in different ways. We are very transparent and traceable, so the potential vendor would need to be as well, and understand our initiative.



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**What markets are you hoping to get into?**

Right now we are moving up the east coast [of the United States] and that is our focus. I just came back from the west coast and would love to see a company like Halperns' out there.

**What are three things you wish you could change about**

the seafood industry? First and foremost, I would like to see the issues with NOAA fixed. Secondly, I would like to see the fraud within the industry addressed. And thirdly, I would like to see more distributors make the commitment to be traceable and transparent. I've seen the benefits of Halperns' very successful relationship with

USDA and what it brings to the table on food safety, sanitation, labeling and accountability. The seafood industry could learn much and benefit greatly with a similar regulatory relationship.

It certainly would help in leveling the playing field and upgrade our industry.