Ayco Farms has 'Got Asparagus'

September 30, 2020

As asparagus imports grow despite this year's ups and downs, marketers such as Ayco Farms embrace the chance to engage consumers.

"The data from USDA shows increasing numbers from both Mexico and Peru," said Avi Nir, CEO of Ayco Farms Inc. in Pompano Beach, FL. "The USDA has Peru at 33 million boxes and Mexico at 29 million boxes."

These increases result in more options for availability and promotion, advised Nir. "To move this volume, retailers must be part of the equation," he said. "The consumer can find asparagus at every retailer every day of the year. There is a lot of opportunity for promotion."

Shani Nir, marketing coordinator for Ayco, has seen substantial increase in bagged asparagus sales to retail customers during this past year.

"Bagged asparagus became very popular with consumers during COVID concerns and has kept traction in the market," she said. "Interest in bags has never been higher. Once retail customers and their shoppers became familiar with the bags, they realized the convenience of our presentation and the benefit in this bag."

In May 2020, Ayco released a new full color design bag with unique features, including a breathable stand up gusset bag with a handle and a large window for a good view of the product.

"Additionally, the bags include nutritional facts, a QR code to scan recipes on the website and a tagline on the bottom of the bag saying 'Got Asparagus?' so that even lying down the package has a clear sales message," explained Shani Nir. "We continue to explore some very exciting new packaging and value-added novelties for asparagus."

Avi Nir also emphasized the company's focus on cementing relationships with growers. "It's the future," he said. "With so much supply it now becomes about the vertically integrated aspect of farm to fork. We invest heavily with our supply partner in every aspect of the business. The relationship between the grower and the distributor is evolving into more of a partnership relationship than ever before."

[Print](#)