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Live Oak Farms assumes marketing of Pasha fall veg program

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Live Oak Farms will assume the marketing of the Coachella Valley Fall Vegetable program of Pasha Marketing LLC. This new venture will expand Live Oak Farm's fall Bell pepper program at a time when consumer demand has exceeded all expectations.

Located in the heart of San Joaquin Valley, Live Oak Farms embarked on strategic repositioning of its Bell pepper program earlier this year. It added spring production in the Coachella Valley and an early summer program in Bakersfield. It has restructured its retail-focused red Bell pepper program as well as introduced a new summer organic Bell pepper program.

The additional fall volume will boost the production of display-ready packaged Bells, sized to meet retailer demands. Red Bells will begin in mid-November, with all 15-pound retail packs under the newly established Rosso label, first introduced last Spring.

"Adding the Bell pepper program of Pasha Marketing to our planned fall expansion in Coachella enables Live Oak to better meet the needs of our customer base, with volume that will approach that associated with our core season, June through October," said Live Oak Farms Chief Operating Officer Ed Beckman.

Live Oak entered Coachella Valley with the goal to mirror the quality that's associated with their world-class pack line in a field pack. Sizing and quality are the foundation of all that's packed. Anticipating and exceeding customer expectations allows Live Oak to differentiate its product in the marketplace.

Beckman added, "Looking forward, Live Oak has established a new partnership for growing in the

Coachella Valley that will solidify Live Oak's position in what's a competitive marketing environment. It's another step forward in our strategic move to providing customers with Live Oak quality all through the year."

The Fall program will be sold by Live Oak's established sales team, Donna and Scott Vaughan. Joining them are Julie Fargo and Michael Bozick from Pasha Marketing LLC. Matthew Hiatt, Live Oak's Business Development associate completes the sales team. Pasha Marketing's eggplant program will also be handled by Live Oak Farms this fall with Julie Fargo handling sales.

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