
- Advertisement -

GR Fresh gearing up in Culiacan

January 12, 2021

In Sinaloa, Culiacan and Los Mochis fields are seeing increased tomato and vegetable production this month. Tony Incaviglia, vice president sales and marketing for GR Fresh said the McAllen, TX, firm will hit its wintertime crescendo in February and March.



Tony Incaviglia

On Jan. 4, Incaviglia said Sinaloa production has been good. Some cool weather in the last days of 2020 slowed vegetable growth somewhat, but there have been no notable problems.

In mid-January, Culiacan fields will be maturing toward a good tomato volume. “More production will be available on the open market” at that time, Incaviglia said. Tomato service to contract customers had been slowed in the transition to Culiacan but “demand has also been off.”

He continued, “As far as veg is concerned, Bell peppers are just starting.” Volumes of smaller-sized choice and medium Bell peppers were high, while larger, contracted Bells were being “gobbled up” by retailers wanting jumbos and extra large sizes.

“Eggplant has been in full swing since mid-December,” Incaviglia said.

GR Fresh plans to commence La Rouge pepper shipping in the Jan. 14-18 timeframe.

“Cucumbers are a challenging market due to the demand for cukes in general.”

Incaviglia added, “Our Western veg program has also kicked in. We will have more lettuce, celery and Romaine products, which is good. January is the month that those begin to kick in.”

He reiterated, “It’s in February and March that we have most of our volume.”

That will be good timing, as GR Fresh expects to move into its new McAllen warehouse about Feb. 1.

This 50,000-plus square-foot cold storage and office complex will include a 6,000 square-foot repack facility.

[Print](#)