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## **Record-breaking pistachio harvest for Setton Farms**

January 26, 2021

The 2020 pistachio harvest wrapped up just a few months ago with the industry's largest crop in history totaling 1.05 billion pounds. Setton Pistachio of Terra Bella, the nation's second-largest pistachio grower and processor, also celebrated a record-breaking season.



Setton Pistachio, which is based in California's Central Valley, has been preparing for this milestone crop for several years by implementing a synchronized approach to each aspect of growing, producing, and packing bulk and retail packaged pistachios. Through cutting-edge automation, Setton Pistachio continues to efficiently serve customers without sacrificing the superior quality of their products.

"Our team has done an amazing job coordinating our expansion and keeping us at the forefront of our industry," said Lee Cohen, general manager.

The increased pistachio availability, coupled with state-of-the-art facility upgrades, has given Setton Pistachio the ability to enhance retail partners' current snack nut programs, regardless of the size.

"The large pistachio crop allows us to expand our innovative selection of premium quality products and offer retailers additional opportunities for sales," said Joseph Setton, vice president of domestic sales. "As a private label leader, we can facilitate new and larger scale projects to fit our customer's needs."

Positive store-brand sentiment has been growing steadily among consumers. The Setton sales team has responded by curating robust private label programs to be merchandised alongside Setton Farms brand value-add items. With this dual strategy, retailers can meet and even exceed shopper demand while boosting nut category sales.

Due to their numerous health benefits, phenomenal taste, and endless versatility, demand for pistachios will only increase. Setton Pistachio encourages retailers to take advantage of this record-

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breaking crop by reaching out to its sales team.

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