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Coast Produce anticipates strong spring Nogales deal

By

Tad Thompson

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Wider COVID-19 vaccine distribution should be well-timed with the oncoming Mexican spring vegetable deal, in the view of Ryan Jacobsen, sales manager of Coast Produce Co. Inc., in Nogales.



Jerry Wagner and Ryan Jacobsen

Jacobsen said Feb. 3 “We figure the vaccine will be readily available by then, in the early spring. That will help us supply increasing business.”

Jacobsen noted that, unlike the last two years, this spring deal is running earlier than normal, so a volume peak should coincide nicely with spring demand in an environment expected to be safer for retail shoppers... and foodservice diners.

The quality of the spring product looks very strong.

“People are starting to come out,” he cheerfully observed. “Me, and everyone else, is anxious to get out of the house.”

Jacobsen said Coast Produce had been doing all it could to help its foodservice customers through a very difficult time. “We expect retail and foodservice sales to pick up.”

Coast’s Nogales office “is very focused” on the spring deal. Later this spring, running into the early summer, Coast Produce will receive Mexican vegetables through South Texas. This will mark an expanded volume over initial business from Texas in 2020.

Coming into South Texas will be a similar product list as is received in Nogales. But the production will be different in that it comes from eastern Mexico states. The Texas volume will start picking up in April. Bell peppers, cucumbers, grey squash, Roma and round tomatoes will be coming into Texas.

Coast Produce also trades from its parent office in Los Angeles. California products will include chilies from Santa Maria.

The different shipping points give Coast customers options for what best suits their programs.

