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Procacci Bros. continues to serve

By

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Procacci Bros., a major wholesaler in the Northeast, operates Garden State Farms at the Philadelphia Wholesale Produce Market. In addition, Procacci has warehousing in South Philadelphia along with a farming operation in South Jersey.

Vendors and customers have confidence in Procacci Bros. because of its mission to grow and strengthen the business of its customers, its history of integrity, and respected brands.

“We work closely with small and large farms to bridge the gap between grower and consumer,” said Rick Feighery, the company’s vice president of sales.

The company experienced strong sales momentum this past year, and expects that to continue through 2021.

Procacci Bros. listens to customers closely and watches for trends, while dealing with Mother Nature’s curve balls.

“Procacci utilizes an analytic platform to projects sales, which is proving to be effective with the erratic sales patterns of 2020. The past year was certainly challenging as we focused on serving the needs of our customers,” said Mike Maxwell president of Procacci Bros.

“We have our ears to the ground every day. We are very grateful to all of our dedicated associates and customers.”

Product supply, packaging and transportation have all been concerns recently, but Procacci continues to deliver premium quality products to its customers.

“The weather seems to be teasing us with inconsistency as we look forward to the local crops starting,” Maxwell said. “New Jersey is going to ramp up soon and we look forward to that. We have some excitement around the corner, and we’re trying to gear up to stimulate sales with a new product mix.”

Being a 24/7 business, those at the company know it’s all about service.

“You cannot do this by computer at a desk — you have to talk to people, talk to your retailers, and give value to your customers so they can pass it on to the consumer. It a very much alive business,” Maxwell said.

“The stone fruit season and the cherry season are both right around the corner, and Georgia will be

starting in a couple of weeks,” he continued. “So, we’re starting to get some of those spring-time items that will create excitement on the retail shelves.”

The New Jersey operation is an important segment for the company, with tomatoes, squash and other items.

Procacci Bros. recently added another 30 acres of high-tunnel technology for protected acreage, which gives the crops more shelter from weather events.

“Our customers know that Procacci Bros. is committed to providing the best products at fair prices with attentive personalized service — all of which are vital to succeed in a fast-paced, competitive marketplace,” Feighery said.

“We are nimble and diversified, with involvement in all aspects of the industry. When one area knocks you down, another area picks you up!”

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