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# Trucco provides kiwi 365 days a year

By

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September 17, 2021

Trucco works with kiwifruit year-round thanks to strong relationships with growers from different regions around the world.

“Kiwifruit is a very important product for the company and is by far the largest product we handle,” said Yasmin Pacia, marketing director for Trucco. “We started handling kiwifruit in 1995, and today we are proud owners of the KiwiStar brand, which is well established among consumers and a state-of-the-art kiwifruit facility from growing to storage to production to distribution — it’s all under our control.”

In addition to offering its KiwiStar kiwifruit brand in Green, Gold and Organic varieties, the Vineland NJ-based company is also one of Zespri’s exclusive distributors and can provide its kiwifruit as well.

“We believe the only way to really make a difference is to supply the best eating kiwi, day in and day out, 365 days a year,” Pacia said. “The key to successful relationships with our growers is to be fair and fully transparent and part of the overall process.”

The way the 2021 season is shaping up Trucco expects things to be behind the numbers its seen in recent years.

“It will be a challenging season — there are short falls in volume from Italy, and extremely high ocean freight costs this year that will contribute to increased prices,” Pacia said. “It’s been challenging from the start of the pandemic, but now we are expecting even greater challenges, especially with labor and transportation issues. It’s been very difficult in terms of a shortage of drivers, equipment, etc.”

The pandemic naturally brought on its own challenges, but a tremendous effort by Trucco’s entire team helped the company adjust and evolve and continue to offer kiwi to its customers.

“Our facility has given us greater control over our distribution and production,” Pacia said. “We could not be happier and proud of the impact this has given to us within the kiwifruit category.”

On the retail front, she recommends that store concentrate more on positioning, noting that front store displays bring higher sales, offering larger packs and increased sales.

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