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## Progressive Produce harvesting California Brussels sprouts, launching Mim's Specialty Sweet Potatoes

September 16, 2021

Progressive Produce is harvesting California Brussels sprouts and launching Mim's Specialty Sweet Potatoes this fall.

The company recently started its California Brussels sprouts season, which runs through the end of



January, with peak volume expected by October, just in time for the fall and winter holidays. "Although elevated temperatures in Mexico weren't ideal for Brussels sprouts this summer, we are expecting high-quality and promotable volume out of Santa Cruz County this fall" said Drew Engles, sales manager.

Brussels sprouts purchases continue to increase year over year, and Progressive is more than ready to meet the needs of its customers and consumers. "We're really excited about the growth

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opportunities for Brussels sprouts," continued Engles. "Although recent data suggests that Brussels sprouts remain popular with older consumers and families without kids, we are exploring different ways to appeal to younger consumers and their desire for convenient and nutritious snacks."



Through various pack styles, flexible cost structuring, year-round availability, and a strong logistics team, Progressive will meet the needs of retailers and foodservice operators, Engles explained. "Together, we can plan supply and promotional times that work well for consumers and support growers' seasonal harvesting needs."

Additionally, Progressive is adding baby sweet potatoes to its year-round organic offerings under its new specialty yam brand, Mim's Famous Sweet Potatoes. Inspired by Mim, the beloved grandma of one of our Progressive team members, we've taken her tradition of serving a sweet potato dish at every meal and put it in a small package full of flavor and variety.

"Sweet potatoes are rapidly gaining market share. And like potatoes before it, growth will come from smaller and specialty varieties," said Jordan Barta, sales manager.

The organic mini medley pack comes in 1.5-pound bags and has up to four different types of sweet potatoes, including the Beauregard Orange, Garnet Red, Bonita White, and Murasaki varieties. With Mim's petite sizes, consumers can quickly prepare and cook a wide range of meaningful, healthy sweet potato snacks.

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