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The Nunes Co. builds on a tradition of excellence

By

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When it comes to lettuce and other leafy green vegetables, the Foxy label is renowned for providing the highest standards. That reputation is due to the hard work and unwavering dedication of the Nunes family and The Nunes Co.

“The Nunes Co. is a family-owned national marketing organization,” said Stephanie Cantero, communications and marketing coordinator for the Salinas, CA-based company. “We market conventional and organic fresh-grown produce under the Foxy and the Foxy Organic brand names.”



The company's rich history dates back to the early 1930s when Tom Nunes Sr. planted the family's first seeds in the Salinas Valley. Second-generation brothers Bob and Tom Nunes established the Foxy brand and The Nunes Co. in 1976.

Today, the company grows produce on more than 20,000 acres, and as it is now run by third- and fourth-generation Nunes family members, its tradition of excellence, innovation, and pride has grown.

“Our flagship item is iceberg lettuce, that was the first product sold under the Nunes Co., and we've expanded over the years to offer romaine leaf lettuce, romaine hearts, red and green leaf lettuce,

butter leaf lettuce, and green kale, which are sold conventionally,” Cantero said. “Then in 2008, we added organic leafy greens to our line of products, That’s everything from iceberg lettuce, romaine leaf lettuce, romaine hearts, red leaf lettuce, red leaf kale, rainbow, red, and green chard, red and green cabbage, and spinach.”

Those products are extremely popular and have been staples of diets for generations. As consumers are seeking to make healthy choices, they are growing in popularity.

“Right now’s there’s a trend of people wanting to eat healthier and trying to add the best conventional and organic greens into their daily diet,” Cantero said.

The Nunes family are true pioneers in the leafy vegetable world as Bob and Tom Nunes introduced the practice of film-wrapping lettuce in plastic for freshness after they established Nunes Bros. of California in 1966. After selling that company, Nunes Co. was formed a decade later.

The company farms vegetables throughout California, Nevada and Arizona, and combines time-honored horticultural practices with state-of-the-art technology in order to grow the best quality vegetables.

The Nunes family takes further pride in its role as stewards of the planet who use environmentally safe and effective techniques to grow an array of organic vegetables, all of which are certified by the California Certified Organic Farmers Trade Association. That is done by promoting rich soil that produces nutrient-rich produce and planting seeds that thrive in each specific field.

The company is also dedicated to food safety and sustainability, and the Nunes family brings expertise to all aspects of the business, from sales, growing, and cooling to shipping while maintaining open lines of communications with employees.

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