



November 26, 2021

Ocean Mist Farms features a wide variety of organic produce that is harvested and supplied to customers around the country, year-round.

Since 2000, Ocean Mist Farms has been cultivating organic artichokes and in 2015, the Ocean Mist Organic brand was introduced with a full line of fresh vegetables including leafy greens, broccoli, cauliflower, celery, fennel, herbs and spinach.

A leading grower and marketer of organics, the company farms year-round in three ideal California growing regions — Castroville, Oxnard and Coachella, plus Baja, California. Among the other dozens of organic products Ocean Mist Farms offers are beets, cilantro, leeks, parsley, Romaine hearts and sweet baby broccoli.

“Ocean Mist Farms’ organic program continues to evolve as growing efficiencies are achieved and retailer demand is identified,” said Katie Tossie, organic commodity manager of the Castroville, CA grower-shipper. “Ocean Mist Organic fresh produce is certified by the California Certified Organic Farmers and complies with all USDA requirements as outlined in the National Organic Program.”

The company adheres to a philosophy revolving around flavor, quality, food safety and resource management — and all are considered key tenets of all of Ocean Mist Farms’ farming practices to ensure the best for customers and future farming family generations.

“Our success is rooted in providing a consistent quality and supply, superior land base, and responsive farming that adjust to weather and pest pressures,” Tossie said.

Like most in the industry, Ocean Mist Farms is challenged somewhat by growing costs that continue to rise, and it also sees challenges with minimizing pest and insect pressure. But years of experience has helped the company adjust and handle these problems the best it can.

And of course, there’s the issues that came with the COVID-19 crisis since March of 2020.

“The pandemic has led to extreme variability in the marketplace,” Tossie said. “Early in the pandemic there was little to no predictability as to when highs and lows would occur. However, it does feel as though buying trends are slowly getting back to pre-pandemic behaviors.”

Still, despite the challenges, the company sees big opportunities in the months and years ahead and plans on increasing growth efforts in the future.

“Along with the leafy items, we’ve seen very good markets on several commodities,” Tossie said. “The celery market is shifting up and we expect to see a very strong market on this popular Thanksgiving commodity for the remainder of our Castroville production.”

One of its newest products will be the 2-count organic artichokes, which are medium artichokes

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available in a recyclable clamshell or handle bag.

“Our seasonal organic asparagus will be available starting January 2022 and will be available through the middle of March,” Tossie said.

That’s always a big item for the company and consumers look forward to its availability every year.

*Photo: Ocean Mist Farms’ organic program continues to evolve as growing efficiencies are achieved and retailer demand is identified, according to Katie Tossie, organic commodity manager for Ocean Mist.*

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