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FirstFruits expands lineup with new partnership

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[FirstFruits Marketing](#) added Stadelman Fruit as its partner for pear growing and distribution. The partnership officially began Jan. 4 with shipping on Jan. 10.



Stadelman Fruit will coordinate with FirstFruits Marketing to meet retail partner needs. It has operated for over 100 years and has more than 70 years of experience shipping pears for both domestic and international markets. “Our experience combined with FirstFruits’s strong retailer relationships will make for a robust partnership,” said Troy Elliot, vice president for Stadelman Fruit.

The deal expands on an already robust line of apples that is anchored by the proprietary [Opal](#) apple variety, a crisp, sweet and naturally non-browning yellow apple. “We are excited to add Stadelman Fruit as a partner,” said Chuck Zeutenhorst, president of FirstFruits Marketing. “This relationship will help us expand our already extensive fulfillment ability and continue to position us as a leader of the apple, pear and cherry categories.”

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