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The Nunes Co. gearing up for organic program

By

Keith Loria

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[The Nunes Co.](#) has a rich and long history with California-grown lettuce with iceberg lettuce being the company's flagship item.

"Iceberg lettuce was the first item The Nunes Co. sold when the company began in 1976 and it is currently the largest selling item," said Stephanie Cantero, communications and marketing coordinator for the Salinas, CA-based company. "Through the years, the segment has evolved to fulfill customer demand and adapt to consumer preferences."

The Nunes Co. has an expansion of product offerings to include 40 conventional and 30 organic items to meet the needs of both customers and consumers. Today, the company grows produce on more than 20,000 acres, and is run by third- and fourth-generation Nunes family members, keeping the tradition of excellence that Bob and Tom Nunes established with the Foxy brand and The Nunes Co. in 1976.

"Hard work and being in the areas you need to be in to produce quality product are the secret to success," Cantero said. "The ability to be in different growing regions throughout the year allows us to satisfy the needs of our customers and provide them with quality product."

Between 2021 and 2022, Cantero noted production hasn't changed and is on par from past years, with yields looking good.

"We are finishing up the season in Yuma, where crops look good and will be heading to Huron, CA, in March with no interruption to our supply allowing us to fulfill demand," she said. "Ice storms and snowstorms in the East Coast have resulted in slow movement."

The Nunes Co. is looking forward starting its organic program in Yerington, NV, where more than 25 different organic vegetables are grown and shipped out of the Walker River Cooling Facility in Yerington.

"The location in Nevada brings the product closer to our customers, saving a day and a half in transportation time with carriers not having to come to California," Cantero said. "This gives our customers fresher product with less shrink."

Not to mention with trucking and freight issues, it helps alleviate a common problem in the produce industry right now.

Looking out to 2022, the Nunes Co. plans to continue doing what it does best, building relationships with customers and providing quality products they need whether that is organic or conventional items.

[Keith Loria](#)

About Keith Loria | 

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and

sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

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