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Red Sun Farms setting flavor trends with Sweetpops

By

Keith Loria

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Carlos Visconti, CEO for the United States and Canadian operations of [Red Sun Farms](#), is looking forward to an exciting 2022 and big things for the greenhouse growing industry.

“Our team is committed to supporting our partners and we look forward to exceeding their expectations with whatever new challenges that 2022 brings,” he said. “Red Sun Farms is focused on delivering great-tasting, quality produce year-round. From a development perspective, we’re continuing to focus on developing sustainable solutions to align our business with retailer goals.”

The year began with some unique challenges as the company continues to navigate COVID-19 challenges, weather conditions and growing business demands.

“Our team has used these opportunities to make enhancements in communications, planning, as well as building upon our very robust health and safety programs,” Visconti said. “We want to ensure the safety of our team members while protecting our supply chain and maintaining the needs of everyone remain our primary focus. The team at Red Sun Farms is using these changes as an opportunity to find new ways to connect, build relationships and reinvigorate our brands.”

Red Sun Farms was created through the shared vision and passion of a team in Mexico and Canada.

“Both groups were committed to selling the very best high-tech greenhouse peppers, tomatoes and cucumbers, but knew they needed to provide their customers with a year-round supply,” Visconti said. “Together the leadership team at Red Sun Farms built a vertically integrated business model that ensures quality, food safety, flavor and supply throughout the year.”

The company’s seed-to-plate or vertical integration ensures a year-round supplier to all its retail partners. This has resulted in farms in Mexico, the U.S. and Canada with distribution centers throughout to support demand.

“Although the volume and high-tech greenhouse acreage have increased over the years, our commitment to quality, flavor and year-round supply continues to be our priority,” Visconti said. “Consumers are looking for more than just great flavor out of their favorite foods; as they continue to explore home-cooked meals, nutritional ingredients that offer versatility have become a top priority.”

Over the last year, Red Sun Farms has seen a new passion for the traditional favorites, and a desire for those vegetables that deliver beyond expectations. One example of these trendsetters is Sweetpops.

“Consumers are connecting with the brand, but falling in love with the flavor,” Visconti said.

“Sweetpops is quickly redefining our snacking tomato standards. This variety is all about delivering an explosion of flavor, in a snack-size tomato. This sweeter than sweet snacking tomato has established a dedicated consumer following that has connected with the brand and redefined the expectation of sweetness in tomatoes.”

And there will be more unique varieties on the way. Visconti explained that the company’s team of master growers search the globe for new varieties that will delight its consumers.

“Every year we commit a portion of our growing space to test new varieties, which ensures we have a diverse range of varieties available to the market,” he said. “One of our opportunities is in the area of growth. With increasing customer demands, we are continuously evaluating new opportunities to expand the business. We hope to have some exciting news of these growth plans in the near future.”

The early months of 2022 was a very busy time of year in the high-tech greenhouse world. The crops were great shape and Red Sun Farms’ U.S. and Canadian teams are ramping up for the spring and summer seasons.

“Our secret to success is attributed to our vertical integration model,” Visconti said. “Offering our retailer partners a year-round, and consistent supply that allows them to meet their customer needs with ease and exceptional flavor.”

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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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