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J.R. Kelly Co. is a leader in horseradish

By

Keith Loria

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[J.R. Kelly Co.](#), may not be attending the upcoming New York Produce Show, but the company knows it's still an important show to promote horseradish and wants people to think of them for their horseradish needs.

“Our busiest season is Passover and Easter and New York and the Northeast are horseradish hotspots, especially at that time of year,” said Matt McMillin, business development specialist for Collinsville, Ill.-based J.R. Kelly Co., the country’s largest supplier of horseradish. “It’s important for companies to be aware of our commodity and its peak season. In the future, we hope to gain even more traction and ship even more roots into the Northeast.”

This year has been a solid one for the company as horseradish has enjoyed a very strong season.

“Our growers had strong yields last year, leading to a strong supply of fresh horseradish root,” McMillin said. “Harvest begins in the late fall or early winter, so we’re looking forward to fresh roots coming through the door in the near future.”

J.R. Kelly Co.’s philosophy revolves around its commitment to being the safest and most consistent supplier of fresh horseradish root on the market.

“We work diligently to have a consistent supply all year long,” McMillin said. “We’re also proud to be one of the only horseradish packinghouses with PrimusGFS certification, showing our commitment to providing a safe supply of roots.”

With the peak seasons coming up, the company is excited to ship fresh dug horseradish to its customers, and is pleased with the growth it’s seeing in the category as demand continues to increase year after year.

“While we stock it year-round, we love seeing the horseradish come in the door and quickly move out the door to our customers,” McMillin said. “With winter holidays as well as Passover and Easter on the horizon, there is a lot to look forward to in the world of horseradish.”

Like many in the industry, the company is battling rising costs in the world of horseradish and that has presented some challenges of late.

“We are impacted by the rising costs of fuel, fertilizer, transportation and are fighting to keep the price of horseradish as steady as possible on our end,” McMillin said.

J.R. Kelly Co., has a long history of dependability in the horseradish game, and recently, has become one of the only supplier of domestic shrink-wrapped horseradish root.

“This is our most modern packaging line that combines the benefits of a retail friendly appearance and a packaging option that combats dehydration and increases shelf life,” McMillin said.

While November is a little too early to project what the upcoming season will look like, McMillin noted that harvesters are just getting in the ground, but signs are pointing to another year with a strong supply of fresh horseradish.

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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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