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Prime Time continues to evolve, forsees strong demand

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“Prime Time has had tremendous success with our existing product lines and the company is continuing on a positive track as a result,” said Katy Johnson, purchasing & marketing manager for Prime Time. Johnson added, “Over the past few years, we have fine-tuned what works and what doesn’t. That involves making minor adjustments here and there, but no major overhauls.”

Johnson told The Produce News, “Right now, we are seeing a shift across the board with decreasing domestic volume to increasing produce imports. Prime Time is just finishing a long season in the United States with multiple crops and gearing up for the new pepper season in Mexico. Additionally, Prime Time Asparagus production will be on the rise from both Mexico and Peru.”



When speaking of a milestone achieved during 2022, Johnson expressed, "One of the highlights was the opening of our brand new office in La Quinta, CA after 30 years in Coachella." As far as markets, 2022 has been a slow and steady race. Johnson said, "A few less acres planted and a few less crazy weather patterns than normal proved to be just what the doctor ordered for Prime Time this year. Both factors smoothed out the crazy ups and downs in the pepper market overall.

The asparagus category continued to grow for us and looks to be our next super star in the product lineup. In a few short years, Prime Time has become a recognizable asparagus shipper and will continue to build the category moving forward."

Prime Time is winding down production in California, specifically Oxnard and The Coachella Valley. In the next few weeks, Prime Time will be done harvesting peppers and mini peppers for the season on the Central Coast. In the desert, several of Prime Time's fall seasonal produce items, such as sweet corn, eggplant, chilies and green beans are finishing up, with bell peppers nearing the finish line as well. December brings with it, more steady volume of peppers, mini peppers and asparagus from south of the border.

After the new year, Prime Time will be in full swing production in mainland and Baja Mexico.

Johnson finished with telling The Produce News, "We are looking forward to 2023 and all it has to offer."

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