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Two industry veterans sweeten up Grapeco Farms table grape supply

By

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Grapeco Farms LLC, a new venture based out of Delano, CA, and formed by Robert Cadena and Jared Lane, is set to enter the table grape industry. The two industry veterans bring with them a combined fifty years of experience and a shared philosophy of providing the highest quality grapes to customers while maximizing the return to the grower. As the upcoming Mexican grape season approaches, Grapeco is primed to offer a year-round supply of high-flavor tri-color varieties to retailers.

Lane and Cadena have the experience and drive necessary to make the newly founded Grapeco Farms a success. Lane, serving as CEO of Grapeco, will lead the charge with sales and setting up year-round customer programs. Lane is looking forward to the start of the upcoming Mexican grape season. “Honestly, I’m really excited to get back to moving grapes and delivering for our customers,” he said.

Cadena brings with him thirty years of experience within the industry and a wealth of operational understanding to his new role as president. “Having seen all the different facets of the table grape business, I know the product, the challenges, and the opportunities, he said. “This, in turn, has helped me develop long and fruitful relationships with growers from all major growing regions.”

On the operational front, Grapeco is poised for a promising season, buoyed by the strength of its broad customer base and an experienced team on the ground in Mexico. “We’ve had tremendous support from both the supply and demand side of the equation,” said Cadena. The company is eager to see the Mexican season begin and is looking forward to bringing its customers the highest quality grapes. Cadena reaffirmed, Grapeco’s commitment to quality and service as crucial to in setting the pace this season.

“I’m excited to be in this with Jared, we bring different personalities and approaches, but align on what most important,” said Cadena, “bringing the highest quality grapes to our customers while maximizing the return to the grower.”

With their combined experience and enthusiasm, Lane and Cadena make a dynamic one-two punch, ready to take on the challenges of the table grape industry.

Grapeco anticipates a slight delay to the start of Mexico’s season this year, which is attributed to the cooler-than-usual spring temperatures.

According to Lane, “Mexican Grapes are expected to appear in the market sometime in mid- to late-May.” Complicating the timeline is a heat-shortened season out of Chile. Lane and Cadena remain optimistic and committed to taking proactive steps to address any potential market shortages.

Grapeco will offers a variety of grape varieties out of Mexico, including red seedless varieties such as Flame, Passion Fire, Candy Snaps, Sweet Celebration, Jack's Salute, and Timco, black seedless varieties including Summer Royal and Sweet Bond, and green seedless varieties like Early Sweet, Sugar Drop, Sweet Globe, Ivory/Sheegene 21, Timpson, and Great Green. They also offer Red Globe, a red seeded variety.

"As a supplier, Grapeco is a great option for retailers," said Cadena. "We have an extensive selection of high flavor varieties that are sure to meet the preferences of the consumer and drive sales."

"At Grapeco, we are proud to be able to offer retailers a dependable year-round supply of the highest quality table grapes," said Lane. "Our knowledge and experience in the industry give us the confidence to provide our retailers with the assurance of the freshest produce — something we strive to ensure every day."

Lane and Cadena want retailers to know, Grapeco Farms is coming to the table grape industry this season, leveraging the duo's combined expertise, passion and camaraderie. Customers can look forward to top-notch grapes, while growers can be confident of maximum returns. Starting in mid-May, Grapeco will be providing the best grapes, the highest profits, and the assurance of loyal customers to retailers.

[Kyle Eberth](#)

About Kyle Eberth |



Kyle Eberth is new to the produce industry, but has grown up around it, in proclaimed "Apple Capitol of the World," Wenatchee, WA. For the past 14-years he has worked in the non-profit sector with an emphasis on brand storytelling, community engagement, and donor relationships.

Kyle graduated from Whitworth University (Spokane, WA) in 2007. He and wife Kelsey were married shortly thereafter, when they moved to Wenatchee to launch their careers. Kyle is "Dad" to Brooklyn and Hudson, together the Eberths enjoy skiing, biking, their family and friends, and playing together in the beautiful place they get to live.

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