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R&R Flaim Farms/Next Generation Produce hopes strong spring deal continues

By

John Groh, publisher

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A mild Northeast winter set the stage for an early start to harvest of spring crops for [R&R Flaim Farms/Next Generation Produce](#), and company officials are looking forward to carrying the momentum through the summer season.



The future of R&R Flaim

Farms/Next Generation Produce is

represented by Robert Flaim III in a leek field, Kamila Flaim

in a strawberry field, and Lola Salerno packing Swiss chard.

Ryan Flaim, a member of the fourth generation of the family-owned farm that is based in Vineland, NJ, said some of the spring items it grows, such as leaf lettuces, started around a week early and showed excellent quality due to the mild winter.

“We had a pretty mild winter here, and the weather this spring also has been good for the crops, so we had a smooth transition to new plantings from the overwintered items,” he told *The Produce News* on May 9.

Flaim said the mild weather extended into the spring, and he expected to start harvesting cucumbers and squash by the middle of May, with peppers kicking off in mid-June followed by eggplants in early July.

This year, Flaim said he would be increasing organic offerings due to demand from his retail customers.

“We’re increasing our organics pretty much across the board,” Flaim said. “This requires converting acreage from conventional to organic, which takes some time, but it’s an ongoing process and necessary in order to meet the increased demand for organic items.”

Part of Flaim Farm’s newer offerings is an organic tray pack for summer squash and cukes.

“We did it on a small scale last year and it worked very well, so we’re coming back in a bigger way this year with that program,” he continued. “We’ll provide custom trays in a variety of sizes to meet our customers’ needs, including two- and four-count and single wrap.”

Flaim also said this year the company would be offering chili peppers in eight-, 10- and 12-ounce retail bags in both organic and conventional options.

[John Groh](#)

About John Groh | 

John Groh graduated from the University of San Diego in 1989 with a bachelors of arts degree in English. Following a brief stint as a sportswriter covering the New York Giants football team, he joined The Produce News in 1995 as an assistant editor and worked his way up the ranks, becoming publisher in 2006. He and his wife, Mary Anne, live in northern New Jersey in the suburbs of New York City.

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