
*In Memory of
Bob Bassetti*



- Advertisement -

Longtime produce industry veteran Robert (Bob) Bassetti was 83

September 22, 2023

Robert (Bob) Bassetti, a well-known produce industry veteran and longtime owner of B&B Produce in Hammonton, NJ, died in his sleep on Friday, Sept. 15. He was 83.

Mr. Bassetti was the oldest child of James (Big Jim) and Dolores (Tootsie) Bassetti. His life was a wild ride full of action and adventure. At the age of 16, he joined the Army National Guard and served for seven years. After graduating from Sacred Heart High School in Vineland, NJ, he started a popular local barbershop and developed strong friendships and relationships across South Jersey.

Mr. Bassetti's produce career began at R&B Produce, a partnership owned by his father, Big Jim and his Uncle John Ruggeri. When his Uncle John passed away, Mr. Bassetti went to work with his father and eventually left R&B in the mid-70s to start B&B Produce with his partner Richard Bacigalupo. Mr. Bassetti became the sole owner and had locations in Hammonton and Benson, NC.

An innovative and forward thinker, Mr. Bassetti developed the first microwaveable wrappers for steaming sweet potatoes. He had a passion for produce and lived and breathed the business. Eventually, he expanded from sweet potatoes into blueberries and worked with Driscoll's.

“It wasn't always easy working for a produce legend! He moved at a high speed with a relentless passion for his work,” said Melanie Heath, Mr. Bassetti's daughter, who worked with him for 17 years. “Dad did everything from running the forklift to selling blues with Driscoll's. He was an amazing produce man and everybody that worked with Dad loved him. I appreciated everything Dad did for our family, he was always a constant in my life and I love him so much.”

Mr. Bassetti's brother, Jimmy Bassetti of Little Bear Produce, said, “I have a tremendous amount of love and respect for my big brother, Bobby, he lived life to the fullest. He was in constant motion, always hustling and making things happen. He loved the action of the produce markets as much as he loved the craps tables. Bobby was an original 'produce man,' constantly making deals whether he was in New Jersey or North Carolina, or at his island home in St. Maarten. He had so many industry friends, colleagues and customers who loved him dearly. We will all miss Bobby.”

Mr. Bassetti's sister, Cheryl Densten, also of Little Bear Produce, said, “Bobby was my oldest brother and I loved him dearly, but when it came to yams and blues, he was as tough as it gets! Nothing could stop Bob from making deals. No matter where he was, you can bet he was always cutting a deal. He was very proud of his pack and he always wanted top dollar, and he usually got it. I will miss Bobby and all the wonderful family times that we shared with him.”

Mr. Bassetti not only had a passion for produce, but he also loved sports, spending time with his family at the Jersey shore and in the Caribbean islands.

Mr. Bassetti is survived by his children, Elaine Buchberger (Dale), Laurie Trongone (John), Melanie Heath (Dave), and the mother of his children Phyllis Bassetti; brother James Bassetti (Diane); sisters Marlene Scott and Cheryl Densten (Bruce); his grandchildren Zachary Buchberger (Niki), Camille Doherty, Jenna Trongone (Rob), Anthony Venuto (Brittany) and two great grandchildren. Mr. Bassetti is predeceased by his parents James and Dolores Bassetti; second wife Janet (Stevenson) Bassetti; grandson Nicholas Venuto and brother-in-law Roger Scott. A private family service is pending.

Donations can be made to St. Mary's School, Vineland, NJ, or [The Children's Hospital of Philadelphia - Ronald McDonald House](#).

Memories and online condolences can be sent to www.RONEFUNERALSERVICE.com.

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