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Five Crowns still expanding asparagus footprint

By

Tim Linden

September 27, 2023

For the past five years, Cruz Carrera has been a part of the Five Crowns team and its expansion of its asparagus program.

“As a year-round shipper our supply is sourced from Mexico, Peru, Canada and domestically” he said. “Our domestic production comes from Washington, Idaho and Michigan.”

Carrera, who wears the director of asparagus sales title, said that despite industry projections being down from both Peru and Mexico, total asparagus volume for the Brawley, CA-based company will once again be greater than the year before.

Speaking to *The Produce News* in mid-September, he said Peru has been slow in reaching its typical fall volume spike, but he was hopeful it was on its way up. He reported that a cyclone hit the Northern Peru growing district dumping a year’s worth of rain in March which greatly limited summer production. “However, the southern production region will begin to increase in volume,” he said. “With Industry volume increasing I believe we will have promotable volume in October, November and early December. In fact, at this time we are setting up promotion programs for early October.”

He added that the company’s program in Southern Baja California is also increasing as the fall crop matures.

With the increased volume, Five Crowns is offering its customer some value-added options that it has developed over the last few years.” We offer a 10-ounce and 18-ounce trimmed tray asparagus and bagged asparagus in a one-pound presentation.”

Five Crowns is preparing the special pack in its facilities in Mexico, Brawley and Tracy, CA.

The industry veteran said asparagus sales continue to increase across the board. “It has become a staple item for the consumer,” he said.

Discussing the logistics end of the Peruvian asparagus deal, Cruz expects this year will look similar to last year in terms of air vs. ocean vessel shipments.

In regard to the mandatory fumigation of Peruvian asparagus in the United States, Cruz stated, “There has been discussion about it being eliminated. However, we are not there yet at this time — hopefully soon.”

[Tim Linden](#)

About Tim Linden |

Tim Linden grew up in a produce family as both his father and grandfather spent their business careers on the wholesale terminal markets in San Francisco and Los Angeles.

Tim graduated from San Diego State University in 1974 with a degree in journalism. Shortly thereafter he began his career at The Packer where he stayed for eight years, leaving in 1983 to join Western Growers as editor of its monthly magazine. In 1986, Tim launched Champ Publishing as an agricultural publishing specialty company.

Today he is a contract publisher for several trade associations and writes extensively on all aspects of the produce business. He began writing for The Produce News in 1997, and currently wears the title of Editor at Large.

