



- Advertisement -

Nature Fresh Farms expands California production

November 17, 2023

[Nature Fresh Farms](#) is expanding production to the West Coast, partnering with grower Millennium Pacific to bring California-grown Hiros tomatoes to the market.

“We’re always looking for ways to improve our efficiencies, maximize sustainability efforts, and bring consumers high-flavor, high-quality produce that’s grown closer to home,” said Niels Klapwijk, vice president of procurement for Nature Fresh Farms Sales. “Onboarding Millennium Pacific as a partner grower with Nature Fresh Farms allows us to do this.”

With the expansion of production to the West Coast, Nature Fresh Farms will first introduce conventional California-grown Hiros tomatoes to market, with further expansion into organics and commodities including peppers and cucumbers on the horizon.

“Our partner growers are an extension of Nature Fresh Farms, our standards and our commitment to retailers and consumers,” said Frank Neufeld, executive vice president of Nature Fresh Farms. He added that Nature Fresh Farms is excited to bring fresh, local, flavorful produce to West Coast shelves and tables in a fast, sustainable manner.

California-grown Hiros tomatoes are already in production and available at select retail locations in the West Coast.

“As our business continues to expand, so too will our footprint; helping us to ensure that through our growth, our commitment to service and quality standards are never lost,” said Neufeld.

[Print](#)