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R&R Flaim Next Generation Produce now offering wrapped produce

By

John Groh, publisher

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R&R Flaim Next Generation Produce, a leading vegetable grower-shipper in Vineland, NJ, is now offering wrapped produce items as a result of requests from its retail clients.

Ryan Flaim told *The Produce News* that the company purchased a new machine in late summer that does pack wrapping and retail packs, and the company began offering the option with some of its late-summer items. It now offers most of its products in either naked or wrapped options, including broccoli, cauliflower, peppers, hard squash, sweet potatoes and cabbage.

Jessica Flaim-Salerno said much of the demand for wrapped is for organic items, as retailers like to keep them separate from conventional to maintain the integrity of the organic distinction. But the company offers wrapped options for both organic and conventional.

Regarding the fall deal, Ryan Flaim said things are still going strong and the company had ample supplies heading into the Thanksgiving holiday.

“We had good weather through the fall, so we still have a lot running,” he said. “We’ll have greens past Thanksgiving, which is normal timing for us.”

[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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