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**Bifulco Farms continues to thrive**

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By

Tim Linden

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Umberto Bifulco Jr. (Bert) was born on Staten Island, NY, and attended schools there. He worked on the family farm that his parents started in 1929 after coming from Naples, Italy. The young Bifulco branched out and owned a fruit and vegetable market and also had a commission house in the New York City Produce Market with his brother.

In 1970, he moved to New Jersey with his wife Charlotte, and their three young sons, Umberto III (Bert), Gennaro (Jerry) and Michael (Mickey). They continued in the farming industry settling in South Jersey with U. Bifulco & Sons Farms Inc., and they grew with the business. They delivered their produce on their own trucks, U. G. M. Transport Inc., and also became produce buyers, Bifulco Farms Inc., at the Vineland Produce Auction. Later, Bifulco's Four Seasons Cold Storage Inc. was added to keep their produce fresh.

Fast forward to 2024, the Bifulco Family is still in business and moving forward. Diversity of crops, expansion into several aspects of the farming business, innovation in marketing and operations and love of farming and family are the keys to this farm's success.

In one of the accompanying photos, some of the family members gathered for a group shot in their new conference room, aka "The Tower," as Bifulco's Four Seasons Cold Storage held its May 2024 review/planning meeting. This office is part of the new auxiliary space added this year on the premises.

In the other photo, members of the team survey their fields on May 9, as they anticipate the start of string bean season. Beginning in late June, Bifulco Farms is expecting strong and consistent volume of string beans uninterrupted until the fall frost.

It also offers many other vegetables as part of their product lineup.

*Photo: Mickey Bifulco, Umberto Joseph Bifulco, Jerry Bifulco, Gennaro Bifulco, Umberto Bifulco III, Violet Bifulco and Umberto Bifulco IV*

## 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.

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