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Dandrea looks to grow relationships with retailers and consumers

By

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[Dandrea Produce](#) is looking to tighten its relationships with retailers and consumers to help guarantee another great fall produce season.

Officials at the Vineland, NJ-based company emphasize that the fall season is a pivotal time for their leafy greens and lettuce programs and all stops must be pulled out to grab both the consumers' attention and the retailers' assistance.

"This fall season looks strong for Dandrea, particularly with our leafy greens and lettuces," said Peter Dandrea, director of sales. "Despite the heat this summer, conditions are favorable for a healthy, high-quality crop. To build sales volume, we are doubling down on relationships with retailers, emphasizing the freshness and local origin of our products."

"We are also expanding our reach through strategic partnerships with foodservice providers who are focusing on healthy menus," Dandrea continued. "One of the initiatives of the fourth-generation group here at Dandrea has focused efforts on our marketing to educate consumers on the versatility of leafy greens in their fall recipes from salads to warm dishes."

He added that the cooler temperatures create ideal growing conditions, resulting in crisp, high-quality produce that consumers throughout the state appreciate. "We are seeing a growing demand for these items as health-conscious consumers continue to prioritize fresh, nutrient-dense options in their diets," said Dandrea. "We love to see that the farm-to-table movement remains a strong driver for the industry, with local restaurants and retailers highlighting the freshness and sustainability of Jersey-grown greens. We also see continued demand and increased sales movement due to the rise in home cooking and meal-prepping trends, fueled by the ongoing health and wellness focus in the food industry at large."

The company has a long and extremely successful history in New Jersey. It was established in 1917 as a local farming operation in Vineland and has since evolved into a major grower-distributor business with more than 150 employees. The fourth generation of the family, including Peter, is dedicated to offering consumers the year-round supply of the highest quality produce, he said.

Dandrea said that the company offers services throughout the fresh supply chain including cold storage, QC reporting, repack, custom packing, and local / pier freight.

Building awareness also comes in other forms and Dandrea noted that the company is always on the lookout for new ways to educate consumers and retailers. “This year, we are conducting several promotions to build awareness around our leafy greens and lettuces,” he added. “We are collaborating with local grocery stores to run in-store demos that showcase quick and easy recipes featuring our greens. We have also launched a fall greens promotional campaign, where we offer discounts on bulk purchases to retailers. These efforts are aimed at highlighting the freshness and versatility of our products while driving sales.”

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