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Consalo Family Farms focuses on its commitment to the industry and community

By

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Understanding the needs of its customers has long helped [Consalo Family Farms](#) stand out amongst its competition. Officials at the family-owned Vineland, NJ-based multifaceted agricultural operation intend on keeping that successful strategy going for years to come.



Students at All Kids First Preschool.

“At Consalo, the core values of dedication to quality, integrity and trust serve as the foundation of everything we do,” said Chelsea Consalo, executive vice president and a member of the fourth generation of the Consalo family to operate the business. “Our dedication to quality extends beyond just the crops we grow. We aim to create a transparent relationship with our customers through our brand identity. By doing so, we hope to not only educate our customers about the importance of quality but also foster a sense of community around our brand.

“My dad has continued to re-invest in the growth of this organization which has propelled us forward,” Consalo continued. “This has allowed us to not only grow our business, but also to show our customers that we are committed to continuing to serve them.”

Officials at Consalo Family Farms, which was founded in 1927, explain that there are different ways of showing that commitment to their customers. One, of course, is by producing a broad range of diverse and top-quality product offering that include, blueberries, citrus, wet vegetables, salad items, herbs, cooking greens and many more items.

A second is to become extremely involved in the local community.

“We continue to prioritize philanthropy as a cornerstone effort here,” said Consalo. “Some of our recent partnerships include Bringing Hope Home, America’s Grow-a-Row, the Brace Family YMCA, The Italian Cultural Foundation of South Jersey, Vineland Future Farmers of America, The Vineland Public Preschool Program, and Second Harvest Food Bank of Metrolina, among others.”

On the business end, Consalo noted that the operation is focusing on private label products to further satisfy its customers. “Offering private label products is a strategic advantage that has allowed us to meet the specific needs and preferences of our customers,” she said. “We will continue to grow this program. Customized packaging offerings have continued to set us apart from competitors. In addition to private label, our company offers various customized packaging options that can be tailored to retailer needs.”

Consalo distributes items in both the United States and Canada, with a big emphasis on the East Coast. Consalo said that the farm’s location in south New Jersey, not far from both major markets in Philadelphia and New York as well as the middle Atlantic states and New England, gives the company a unique opportunity to quickly get product to major retailers up and down the East Coast.

What about the upcoming fall season? Consalo promises that it will be an exciting time at Consalo Family Farms with a lot of promotional activity designed to build awareness of the operation and all that everyone involved in the business does.

“While summer is exciting and eventful with Jersey blueberries, fall is equally as busy with back-to-school,” she said. “We were thrilled to partner with Healthy Family Project on their 10th annual Back-to-School campaign this year. We are featuring our blueberries in this campaign which focuses on simplifying nutritious eating and produce-centric meal ideas. Tracy Shaw, partnership manager for Healthy Family Project, has been unbelievable to work with throughout this process, and I have to say that the organization is incredible.”

Consalo also mentioned that the back-to-school selling season “is an incredible time to promote mandarins as well. We know they are the perfect product for moms and dads to use in lunchboxes or even as after school snacks. Our Little Smoochies mandarins are an instant hit with families. In addition to our team’s passion for community engagement and philanthropy, we stay committed to education about the benefits of eating fresh fruits and vegetables.”

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