



Frontera Produce expands melon programs and grows team

02/22/2011

EDINBURG, TX -- Frontera Produce Ltd., a vertically integrated grower, packer and shipper of fresh produce in south Texas, announced Feb. 22 its recent partnership with Arizona melon grower Santa Rosa Produce and the opening of its new greater Cincinnati area sales office.

The partnership, which was officially finalized the end of last year, makes Frontera one of the larger melon grower-suppliers in the United States. Adding an Arizona melon farm complements Frontera's current crop production in Honduras, Texas, California and Colorado.

"Joining forces with Frontera is the perfect fit for us," Cindi Pearson of Santa Rosa Produce said in a Feb. 22 press release. "Their commitment to the program is apparent in their cutting-edge food safety and traceability innovations. That, combined with our excellent relationship with and trust in their salespeople, makes this an exceptional partnership." Santa Rosa has been growing since 1982 and farms 7,000 acres annually.

The new branch office, managed by Don Johnston and supported by three other salespeople, has almost 60 years of combined industry experience. "Our office will focus on the sales and marketing of cantaloupes and honeydew melons as well as expanding Frontera Produce's reach into new markets -- both of which are a year-round business thanks to the offshore and domestic components of this program," Mr. Johnston said in the release.

"This is a very exciting development for Frontera Produce. Not only will the expansion better serve our existing clients by offering a year-round supply of the entire melon category, but we'll also have the capability to become a new resource for companies seeking a reliable, 365-day resource for melons," Will Steele, president and chief executive officer of Frontera Produce, said in the release. "In addition to a much higher volume of fruit, our logistics capabilities will expand, giving us the opportunity to provide a higher level of customer service than we've ever done before."

At the upcoming Southeast Produce Council's annual conference and trade show, set for March 3-5 in Orlando, FL, Frontera Produce will be at booth No. 916.