



produce
FIRST

2024
PRODUCT CATALOG

our mission is to
**GROW, PACK AND DELIVER GLOBAL
FRESH PRODUCE TO LOCAL MARKETS.**





#1

**SPECIALTY
GROWER**

leading with innovation in
specialty crop production

**ADVANCED
VALUE-ADDED
EQUIPMENT**

equipped with the latest inflow
pack & shrink wrap technology
for peak freshness

+30

**YEARS OF
EXPERTISE**

decades of experience in
the fresh produce industry,
cultivating excellence

**UNIQUE
PACKAGING
CAPABILITIES**

custom packaging options to
meet diverse market demands

**STRATEGICALLY
LOCATED**

rooted in Guanajuato, Mexico,
the epicenter of fertile soil
and a prime logistic hub

**DEDICATED TO
MAJOR RETAIL
PARTNERS**

serving major retailers
with commitment and
quality produce

**OVER 1,200
ACRES
CULTIVATED
ANNUALLY**

an expansive operation
dedicated to sustainable
farming and abundant
harvests

**CERTIFIED
EXCELLENCE**

compliance with



standards, ensuring
the highest level
of food safety

**COMPREHENSIVE
GROWER, PACKER
AND SHIPPER**

a fully integrated supply
chain from seed to store

**PIONEERS IN
PRIVATE LABEL
BRANDS**

crafting exclusive brands
with a promise of quality
and reliability



HARVEST ESSENTIALS



MIXED GREENS



QUICKWOK VEGGIES



ASIAN GREENS



GREENS ON-THE-GO

HARVEST ESSENTIALS

READY FOR
SHELVES
VARIETY

MODERN
& FRESH
DESIGN



PACK	PER PALLET	TI/HI	UPC
48 count	40	5/8	850057447187
15 X 3	40	5/10	850057447194
12 X 4	40	5/8	850057447200

SWEET CORN

AVAILABLE FROM MAY TO OCTOBER



PACK	PER PALLET	TI/HI	UPC
28 CT.	56	8/7	850057447217
20#	56	8/7	850057447224

BROCCOLI

AVAILABLE FROM NOVEMBER TO APRIL



PACK	PER PALLET	TI/HI	UPC
24 CT	40	5/8	850057447231

ICEBERG

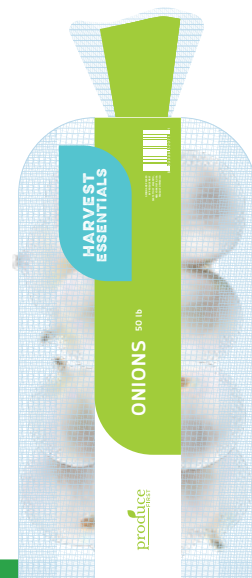
AVAILABLE FROM NOVEMBER TO APRIL



PACK	PER PALLET	TI/HI	UPC
Loose	88	8/11	850057447248

ARTICHOKES

AVAILABLE FROM NOVEMBER TO MARCH



PACK	PER PALLET	TI/HI	UPC
50 lbs sacks	50	6/8	850057447255
50 lbs RPC	40	5/8	850057447255

ONIONS

AVAILABLE YEAR ROUND

MIXED GREENS



PACK	PER PALLET	TI/HI	UPC
12 CT.	70	7/10	850057447224
24 CT.	49	7/7	850057447262

COLLARD



PACK	PER PALLET	TI/HI	UPC
12 CT.	70	7/10	850057447279
24 CT.	49	7/7	850057447286

CURLY MUSTARD



PACK	PER PALLET	TI/HI	UPC
12 CT.	70	7/10	850057447293
24 CT.	49	7/7	850057447309

FLAT MUSTARD



PACK	PER PALLET	TI/HI	UPC
12 CT.	70	7/10	850057447316
24 CT.	49	7/7	850057447323

TURNIP GREENS



PACK	PER PALLET	TI/HI	UPC
12 CT.	70	7/10	850057447330
24 CT.	49	7/7	850057447347

TUSCAN KALE



PACK	PER PALLET	TI/HI	UPC
12 CT.	70	7/10	850057447354
24 CT.	49	7/7	850057447361

GREEN CHARD

UNLEASH THE POWER OF GREENS

MIXED GREENS



PACK	PER PALLET	TI/HI	UPC
12 CT.	70	7/10	850057447378
24 CT.	49	7/7	850057447385

KALE



PACK	PER PALLET	TI/HI	UPC
12 CT.	70	7/10	850057447392
24 CT.	49	7/7	850057447408

RAINBOW CHARD



PACK	PER PALLET	TI/HI	UPC
12 CT.	70	7/10	850057447415
24 CT.	49	7/7	850057447422

RED CHARD



PACK	PER PALLET	TI/HI	UPC
12 CT.	70	7/10	850057447439
24 CT.	49	7/7	850057447446

RED KALE

AVAILABLE
FROM
NOVEMBER
TO APRIL

BROAD
VARIETY OF
BUNCHED
GREENS

GROW YOUR
BUNCHED
GREENS
CATEGORY

SUMMER
PROGRAMS
OFFERED BY
REQUEST

VITAMIN,
FLAVOR
AND COLOR
PACKED

QUICKWOK



PACK	PER PALLET	TI/HI	UPC
13 x 8.8oz	54	6/9	850057447460



PACK	PER PALLET	TI/HI	UPC
14 x 8.8oz	54	6/9	850057447477



PACK	PER PALLET	TI/HI	UPC
15 x 8.8oz	54	6/9	850057447484

AVAILABLE
FROM
NOVEMBER
TO APRIL

MODERN
& FRESH
DESIGN



PACK	PER PALLET	TI/HI	UPC
1 lb bag	50	5/10	00850057447453



PACK	PER PALLET	TI/HI	UPC
1 lb bag	50	5/10	850057447491

ASIAN GREENS

AVAILABLE
FROM
NOVEMBER
TO APRIL



PACK	PER PALLET	TI/HI	UPC
30#	45	5/9	850057447071

NAPA CABBAGE



PACK	PER PALLET	TI/HI	UPC
30#	45	5/9	850057447088

BOK CHOY



PACK	PER PALLET	TI/HI	UPC
30#	45	5/9	850057447057

**SHANGHAI BABY
BOK CHOY**



PACK	PER PALLET	TI/HI	UPC
25#	50	5/10	850057447026

SHANGHAI JR



PACK	PER PALLET	TI/HI	UPC
30#	45	5/9	850057447040

BABY BOK CHOY



PACK	PER PALLET	TI/HI	UPC
25#	50	5/10	850057447033

BABY BOK CHOY JR

GREENS ON THE GO

AVAILABLE
FROM
NOVEMBER
TO APRIL

PERFECT
FOR
SALADS

COLOR
CODED
FOR SHELF
CONTRAST

MODERN
& FRESH
DESIGN




Collard Mix
16 oz

GREENS
ON THE GO

READY TO SERVE
WASHED AND READY TO USE - KEEP REFRIGERATED

PACK	PER PALLET	TI/HI	UPC
8 x 16oz	56	8/7	850057447507
6 x 32oz	56	8/7	850057447514



Kale Mix
16 oz

GREENS
ON THE GO

READY TO SERVE
WASHED AND READY TO USE - KEEP REFRIGERATED

PACK	PER PALLET	TI/HI	UPC
8 x 16oz	56	8/7	850057447521
6 x 32oz	56	8/7	850057447538



Kale & Collard
16 oz

GREENS
ON THE GO

READY TO SERVE
WASHED AND READY TO USE - KEEP REFRIGERATED

PACK	PER PALLET	TI/HI	UPC
8 x 16oz	56	8/7	850057447545
6 x 32oz	56	8/7	850057447552




Broccoli Florets
16 oz

GREENS
ON THE GO

READY TO SERVE
WASHED AND READY TO USE - KEEP REFRIGERATED

PACK	PER PALLET	TI/HI	UPC
6 x 12oz	150	1510	850057447569



Welcome to Produce First, your strategic partner in the fresh vegetable supply chain. With over 35 years of deep-rooted experience and family heritage in Guanajuato, Mexico's agricultural heartland, we expertly manage and cultivate more than 1,200 acres annually. Our commitment to freshness is showcased as we pack and ship over 25 million pounds of the freshest produce each season, delivering nature's best straight to you.

ESSENTIAL CONNECTIONS

At Produce First, we're your trusted link, seamlessly connecting the hard work of our farms and local growers with the needs of the foodservice industry, supermarkets, and food processors across North America and beyond. Produce First ensures that the distance from farm to table is short and the produce is always fresh.

YOUR NEARSHORING PARTNER

Experience the full benefits of nearshoring with Produce First's tailor-made contract manufacturing solutions. Without the weight of infrastructure investment, tap into Mexico's abundant harvests. From field to shipment, we oversee every aspect of production and post-harvest handling, guaranteeing top-tier quality throughout.

COMMITTED TO GOODNESS

At Produce First, our heart is in farming that's good for people and the planet. We make sure our produce is safe and responsibly grown. Plus, we're big on using solar energy, making sure we power our work in a way that's kind to the earth. Come with us on a journey where each delivery is packed with care, bringing a fresh touch to meals everywhere.

**BRINGING PEOPLE CLOSER
TO THEIR ORIGINS THROUGH
FRESH PRODUCE**



produce
FIRST

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