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New Jersey expansion pays dividends for Trucco

By Tim Linden



A major 2024 expansion of its Vineland, NJ, distribution facility has proven to be a great move for New York-based [Trucco Inc.](#)

“The expansion has allowed us to take on additional business while maintaining a more even flow with both production and shipping and receiving,” said Chief Operating Officer of TruFresh Paul

Massey. “We added 15 dock doors which allows us to get the trucks in and out at a much faster pace. Also, the expanded production floor allows us to better manage the growth that the company has experienced over the past few years.”

He added that the main impetus for the expansion was to logistically better handle the growth the company had experienced, but Massey said an added benefit has been new business.

“The additional space has allowed us to provide both storage and handling, as well as production services, for several new third-party customers.”

Specifically, Massey noted that the addition of a cherry-packing line in the facility in January of 2024 has boosted business opportunities. Initially, the new line ran limited volumes, but he said this year they have been able to increase production on the line by more than 70 percent. Additionally, Trucco has expanded its capabilities to grape repacking.

The expansion, which added more than 80,000 square feet of space to the existing facility, was expected to handle the firm’s growth over the next four to five years. Massey said it has done just that. “The growth is on track, and the facility is meeting all expectations,” he said. “We’ve been able to support increased volume without sacrificing quality or service.”

The original plan also called for creating a more sustainable operation and Massey said they are moving ahead on that front as well. We've upgraded several internal systems to reduce energy use," he said. "Sustainability remains a top priority, and this is just the beginning."

Because of the increased business, Trucco has also added new staff members to handle the business. "We've welcomed new team members who bring fresh experience and ideas," Massey revealed. "We've also expanded our production options and continue to improve turnaround times.

The Trucco senior executive noted that as a significant importer of product, the company is keeping a watchful eye on the ever-changing tariff situation as that has the potential of disrupting supply chains. "Tariffs are part of the new way of doing business and we hope conditions will stabilize soon," Massey observed. "We're staying flexible, adapting our sourcing strategies, and doing everything we can to keep things smooth for our partners."