



Our Products:

- Garden Hearts® Romaine Hearts
- Garden Hearts® Iceberg Babies®
- Artichokes
- Broccoli
- Brussels Sprouts
- Cilantro
- Parsley (curly and flat)
- English Peas
- Fava Beans
- Kale
- Leeks
- Romaine
- White Corn

How can you buy these products?

Order Boggiazzo Produce products through your regular produce distributor. If your distributor doesn't carry our products, have them call us at (831) 424-4864. If needed, we can also direct you to another local distributor that carries them.



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Boggiazzo Produce is the story of three families - the Hitchcocks, the Boggiazzos and the Panziers. With a history that stretches back to the 1880s, they played a key role in building the Salinas Valley into the agricultural giant it is today.

To put things into perspective, California was part of Mexico until 1847, becoming a state in 1850. In 1862, Monterey County had only 4,500 residents. Today, the population is approaching one-half million and its agriculture industry is valued at \$4.14 billion annually.



Boggiazzo Produce Vice President Jeffry Hitchcock's family was one of Monterey County's first farming families in the fertile Salinas Valley. His great-great-grandfather began dry farming in the 1880s and at the turn of the century his great-grandfather began growing sugar beets for Spreckels Sugar.



Antonio Boggiazzo

In the 1920s, the Boggiazzos and Panziers separately planted their agricultural roots in the area. Patriarch Antonio Boggiazzo, was one of the first to begin farming artichokes, setting the stage for Castroville to become "The Artichoke Center of the World."



Eugene Boggiazzo

In the 1970s, soon-to-be partners, Michael Boggiazzo, Jeffry Hitchcock and brothers Ron and Ed Panziera, joined their families' businesses. In 1989, the four struck out on their own to establish Boggiazzo Produce, Inc., headquartered in Salinas.

1920s

The Panziers started out dry farming and raising cattle, later transitioning to dairy and, in 1957 to produce.

1880s

Jeffry Hitchcock's great-great grandfather begins farming in the Salinas Valley.

1900s

Jeffry Hitchcock's great-grandfather starts growing sugar beets for Spreckels Sugar.



Eugene Boggiazzo / Michael Boggiazzo

1930s

Antonio Boggiazzo harvests his first crops in Castroville.

Jeffry Hitchcock's grandfather goes into the seed business and later begins a vegetable growing operation.

The Boggiazzos turn their exclusive focus to artichokes.

Boggiatto Produce Today



Pre-Cooling Product

It is that pioneering spirit that has guided the company since its inception. In 1992, we developed a new category in fresh produce with our Garden Hearts® romaine hearts. Although widely available today, in the early days, Boggiatto Produce was one of only a handful of grower-shippers offering romaine hearts and the first to specialize in foodservice packs.



Regular Safety Meetings

Similarly, in 2005, Boggiatto launched another new category – Iceberg Babes®. Softball-sized heads of iceberg lettuce, our Babes have taken the country by storm. The developmental process was also groundbreaking; we collaborated with a number of chefs across the country to develop a head that is the ideal size and density to meet the needs of the foodservice industry. Boggiatto Produce remains the sole producer of these little green globes of goodness.



Pre-Shipment Inspection



Harvesting

1940s

Jeffry's father, Bud Hitchcock, starts Hitchcock Packing. The company ships iceberg lettuce, carrots and cauliflower.

1950s

Gene establishes area's first roadside produce stand and expands to pack and sell artichokes for other area growers.

1960s

Boggiatto Packing (BP) becomes one of the major artichoke shippers in the country.

BP is the first to use cardboard cartons instead of wood boxes and is the first to ship artichokes by air.

1970s

The four future Boggiatto Produce principals enter the produce industry.

Quality to the Core™

Not just a tagline – it's our commitment to provide the best product, at the best price, with customer service you can count on – a triad built on product quality, sustainability, and food safety.



Product Quality

Whatever the crop, our produce starts with specially selected seed, cultivated in the fertile fields of California, and harvested at the peak of freshness and flavor.



Michael Boggiatto
President

responsible for the company's strategic direction, day-to-day operations, marketing and sales.



Sustainability

Sustainability – The term is new, but good conventional farming practices have embraced sustainability for generations. This encompasses land preservation, water conservation, reuse and recycling, as well as social responsibility. The viability and success of Boggiatto Produce, like that of our ancestors, is built upon these principles because they make ethical, societal and business sense.



Food Safety

A signatory to the 2008 California Leafy Green Handlers Marketing Agreement, Boggiatto has always been at the forefront of food safety. In 2006, we hired our own in-house expert, with an advanced degree in food science and technology. He continues to lead our food safety program and stay abreast of innovations to ensure we operate at the safest possible standard.



Jeffry Hitchcock
Vice President

heads the growing operation for planning, planting, production and harvest of the company's produce.

2010s

Boggiatto Produce celebrates its 25th anniversary, looking forward continued growth and what innovations may lie ahead.

1980s 1990s

BP is first to pre-cool artichokes before shipment.

Descendants of the three agriculture pioneer families establish Boggiatto Produce, headquartered in Salinas.

The Panziera brothers begin growing a large portion of BP's crops.

Boggiatto Produce, Inc. (BPI) introduces a new produce category, launching Garden Hearts® romaine hearts.

2000s

Iceberg Babes® are born, much to the creative delight of culinarians nationwide.