



Sister Companies Specialize in Texas-Grown Green Beans and Sweet Corn

The journey of J&B Farms and Jack's Produce is a real success story. In 2001, David Jones started J&B Farms, a fresh market snap green beans and cabbage business. Product was sold fresh from the truck, with no packing shed. Longtime friends Jones and Joe Koch (who has 25 years of produce experience) partnered in 2004 when an opportunity arose to purchase part of Jack's Produce. Jones bought a share of the company along with his uncle. J&B Farms began operating as the growing/farming arm of the sister companies, and Jack's Produce runs the packing, cooling and shipping from its Pearsall, Texas facility. Today, Jones remains the principal of J&B Farms and part-owner of Jack's Produce. Koch is sales manager for Jack's Produce, and Lee Roy Moughon oversees the operations at Jack's Produce.

As a fledgling business in 2004, the group started off selling only green beans and cabbage, but their growth has been phenomenal over the last nine years. Koch says, "When we started, we had no hydrocoolers. Crops like sweet corn weren't being grown here, as many said it couldn't be done. Our drive and motivation was great, and David took a calculated risk and invested in more land, equipment and hydrocoolers. We now have two hydrocoolers for sweet corn and two hydrocoolers for green beans." From 2009 to 2011, Jack's was the only company growing sweet corn in Texas. J&B Farms plants around 10,000 acres which consists of all its vegetables, milo and cotton. Today the company now grows a large acreage of bi-color, sweet corn and green beans in Texas each year. It is still the only Texas producer growing and marketing fresh market snap green beans. Jack's Produce also grows cabbage and squash, along with a Mexican import program to supplement green beans throughout the year. For the past three seasons, the company has added broccoli to its mix, and this year will yield the biggest crop yet. All Texas crops are irrigated, using water from Edwards Aquifer and Carrizo Aquifer. Product is packed and shipped from the Pearsall facility.

Jack's sweet corn program begins in the Winter Garden area, from mid-April through mid-July. From mid-July through the first of September, sweet corn is then grown in the Texas panhandle area. And from September through mid-December, sweet corn crops are again harvested in the Winter Garden area (about 250 miles northwest of the Rio Grande). The Texas green bean and squash (yellow, green and grey) programs run from April 1st through the middle of December. Jack's Texas cabbage and broccoli crops are harvested from October through May. Jones says, "Conditions are extremely dry in Texas, and we are having a very warm spring. The crops look great, and we should have high volumes of all vegetables." According to Koch, the sweet corn grown by Jack's Produce has a sweet flavor that is unparalleled. In fact, Jones has trademarked the name Sweet Medina for its uniquely sweet taste.

Food safety is always the #1 priority. Jack's Produce's food safety program is constantly evolving to stay current and even ahead of the curve. The company's packing shed is GMP certified with HACCP through Primus Labs. Ranches are GAP certified (a certification most retailers are seeking). According to Taylor Wilson, food safety manager, they are working on their GFSI certification this spring.

Preserving freshness is another top priority. All vegetables are machine harvested and arrive at the packing facility within 45 minutes of being picked. By the time the vegetables go into the cool water to eliminate field heat, less than two hours have passed, and then the produce is transferred to a high humidity cooler. Koch says, "This method helps preserve shelf life of our vegetables. Our husks don't dry out, and our green beans won't shrivel. Most vegetables are not stored longer than a day. They are typically loaded into a truck for delivery within a day of being picked. We also work seven days a week. Whenever crops are ready, that's when we harvest. We are always working to preserve the freshness of our vegetables and get it to our customers quickly in excellent condition." ★



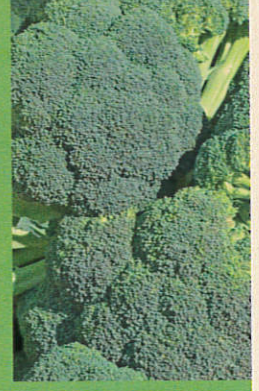


J&B FARMS



Where The Winter Garden Begins

Hondo, TX



Grower / Shipper

- Cabbage**
- Sweet Corn**
- Green Beans**
- Bell Peppers**
- Carrots**
- Broccoli**
- Squash**
- Cucumbers**
- Greens**
- Organic Vegetables**
- Watermelon**



Sales:

Joe Koch • Lee Roy Moughon • David Jones
830-334-2800 • Pearsall, TX



Texas Produce

magazine

APPLES • BEANS • BLUEBERRIES • BROCCOLI • CABBAGE •
 CARROTS • CAULIFLOWERS • CAULIFLOWER • CILANTRO •
 CITRUS • DILL • GRAPEFRUITS •
 GREEN BEANS • LETTUCE • MUSHROOMS
 • MUSTARD • PEAS • PEACHES •
 PECANS • PEPPERS • SPINACH • SWEET CORN
 SWEET POTATOES • TOMATOES • TURNIP GREENS •
 WATERMELON



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