

# THE PRODUCE NEWS

Vol. 113, No. 39

COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1897

Week of October 4, 2010

Visit [www.theproducenews.com](http://www.theproducenews.com) for the latest industry updates

## Infinite Herbs & Specialties doubles warehouse cooler space

BY TAD THOMPSON

EVERETT, MA — Infinite Herbs & Specialties has doubled its warehouse space by acquiring coolers that were adjacent to its Everett facility. The company now has 14,000 square feet of refrigerated space, including its packing room, according to Camilo Peñalosa, the firm's vice president of business development.

As he guided *The Produce News* on a facility tour Sept. 9, Mr. Peñalosa said that his expanded facility is Good Manufacturing Practices- and U.S. Department of Agriculture organic-certified.

He noted that his operation



Showing boxes of fresh basil and edible flowers in the firm's warehouse is Camilo Peñalosa, vice president of business development for Infinite Herbs & Specialties in Everett, MA.



Camilo Peñalosa, vice president of business development for Infinite Herbs & Specialties in Everett, MA, smiling from behind some packers in the firm's organic-certified warehouse and packing facility.

is very environmentally sound because it reuses waxed boxes shipped by its California suppliers by returning them across the country. With this, "we are experimenting with returnable plastic containers," which would be efficient because they would carry product within a closed-loop system. In other steps toward a greener facility, the firm has a back-dock compacting machine to recycle unwaxed corrugated cartons, and it sends organic refuse from its grading operation to a composting plant.

"These three activities, with reusing boxes, recycling paper and recycling green material, makes us green in addition to being organic. Eighty-five percent of what we sell to retailers is organic." Organic programs are less important to the company's foodservice operator clients, so 98 percent of the herbs and specialties sold to that segment of clients are conventionally produced.

Beyond the Everett operation, Mr. Peñalosa said, "In the last year, we've opened an

organic-certified farm of close to 20 acres in California." Of those acres, five are under hoops like those used in raspberry production and four acres are low tunnels like those used in growing strawberries.

At the end of 2009, Infinite Herbs opened a warehouse in the Chicago area, where "we are covering a few of the major chainstores."

Mr. Peñalosa continued, "Marketing-wise, we have updated our web site." Also, recipes are included in retail herb clamshells packed by the



Infinite Herbs & Specialties, based in Everett, MA, uses sleeves to hold together its chive bunches.

company, each with a color picture of the finished dish.

Mr. Peñalosa said that Infinite's growing operation in Colombia has expanded by 30 percent in the last year, and its northern Mexico fresh-herb project has started producing baby vegetables and specialties. "As of now" in Mexico, "we are doing bok choy — organic and conventional — and it is a great success with retailers and foodservice. We have recipes on each bok choy, and we are packing it in clamshells."

Furthermore, Infinite Herbs is purchasing some herbs from New Jersey producers, "and we are looking at setting up an operation in the Mid-Atlantic in the near future."

Infinite Herbs will be exhibiting at the Produce Marketing Association Fresh Summit convention in Orlando, FL, in October and at the inaugural Eastern Produce Council show in New York City in November. And for the first time, Infinite Herbs participated in PMA's summertime foodservice show in Monterey, CA,

this year.

Mr. Peñalosa said that Infinite's product list includes more than 25 different herbs and four specialty vegetables. To satisfy retail and foodservice accounts, "we have over 130 different presentations."

*infinite*  
HERBS &  
SPECIALTIES

*as fresh as it gets...!*