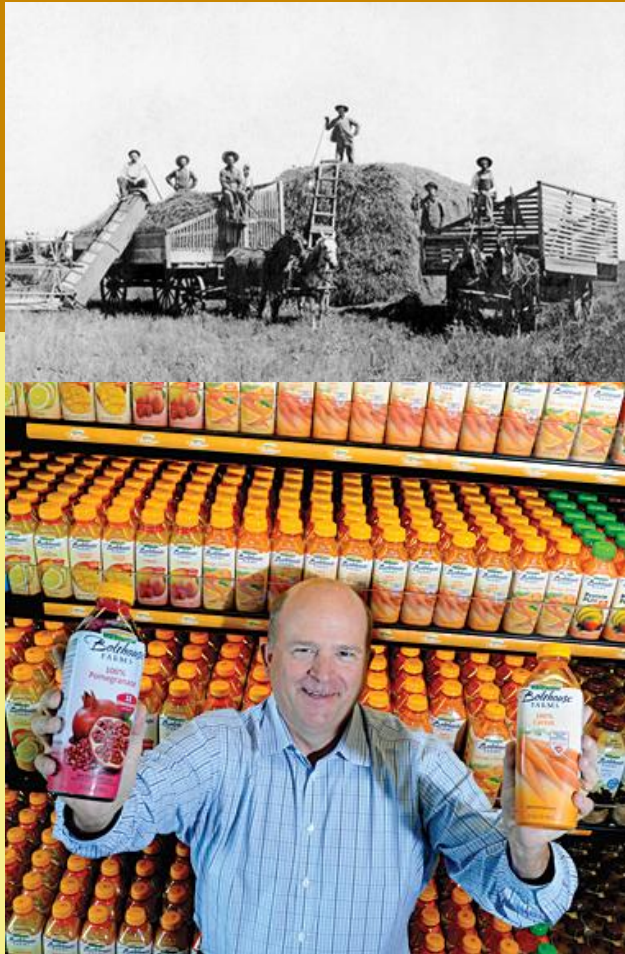


BOLTHOUSE FARMS



Bolthouse Farms is a 4th generation family farm, located in California's fertile San Joaquin Valley. The Bolthouse family started commercial vegetable farming in western Michigan. They continually improved vegetable varieties and made advances from field packing celery to storing onions for off-season supply. The vegetables grown on the family farm were sold to local canneries, including companies like Gerber Products, The Campbell Soup Company, and H.J. Heinz.

By 1950, Bolthouse Farms was a leading supplier of carrots to Midwest processors. In 1990, William J. Bolthouse introduced **Shortcuts, carrots that were cut, peeled and ready-to-eat**. Demand soared and additional plants were added. The company added juices and juice mixtures to its lineup after demand by Japan. Additionally, Bolthouse packs organically grown carrots under the Earthbound Farm label.

In 2015, they developed a line of **cold-pressed & organic juices called 1915**. 1915 products are made only with high-pressure processing which helps preserve the nutrients of the juice. The name 1915 is a nod back to simpler times, proving that **the Bolthouse Farms tradition continues today along with innovation, freshness, health, convenience, and value**.

**SAN JOAQUIN VALLEY,
HQ IN BAKERSFIELD
FOUR GENERATIONS
CARROTS, JUICES,
SMOOTHIES, DRESSINGS**

*This is part of a series of Local Grower Profiles by
View more at generalproduce.com/growers.*

GENERAL PRODUCE
COMPANY