San Miguel Produce and Nishimori Family Farms: Innovation In Produce

Cut `n Clean Greens is the leading grower and processor of conventional and organic cooking greens in the United States. The company has developed proprietary processes to provide fresh, pre-washed, pre-cut salads, salad mixes, and ready-to-cook greens that have set the standard for the industry. Serving markets across the United States and Canada, Cut `n Clean offers 19 varieties of greens, including a seasoning blend that takes the guesswork out of flavoring cooked greens. Cut `n Clean products are sold in convenient clam shells that keep them fresh and clean.

Roy Nishimori and Jan Berk own San Miguel Produce of Oxnard, California, the company behind "Cut `n Clean Greens." They also operate Nishimori Family Farms with Roy's cousin Steve and his wife, home of the "Jade" brand of specialty ready-to-cook Asian vegetables.

Nishimori Family Farms has developed proprietary technologies to clean and dry delicate Asian vegetables, allowing them to be sold pre-washed and pre-cut for the first time. Jade offers several varieties of bok choy plus dau miu, gai choy, gai lan, and other vegetables that are cleaned and dried using proprietary vacuum cooling processes and other methods. Jade also offers a stir fry kit that includes mixed greens and a seasoning kit. The Jade brand, which was launched in June 2011, is the first and only ready-to-cook line of Asian greens. It is aimed at consumers who love fresh Asian foods without the hassle of preparation.

Morrison & Company has worked with San Miguel and Nishimori Family Farms to develop feasibility studies, business plans, and USDA grant proposals to assist with the introduction and expanded marketing of several new products. Learn more about the companies at www.cutncleangreens.com and www.jade88.com.