



Direct Roots[®]

2024

CATALOGUE



(831) 601-3721



[Direct_roots](https://www.directroots.com)



www.directroots.com



Direct Roots®

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WHO WE ARE

OUR MISSION

Our mission is to leverage our customer-centric culture to become the market leader in the sourcing, consolidation, logistics, and data analytics of the fresh produce industry.



OUR VISION

Direct Roots aims to be at the forefront of innovation and technology for the sourcing and logistics of fresh produce by managing the seamless flow of goods across the entire supply chain.

OUR COMMITMENT

11 USA States
9 Mexican States
34 Commodities
82 Suppliers

CLICK TO SEE THE VIDEO!



OUR COMPANY FOR YOUR SOURCING NEEDS

Direct Roots provides a comprehensive logistics solution, enhancing efficiency and product freshness while minimizing costs. Leveraging our strategic warehouse network and vetted carrier capacity, we optimize supply chain operations, streamline processes, and ensure top-quality products reach customers faster.



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WHY DIRECT ROOTS?




Efficiently fresh




Quality reports, data
analytics, customer focused
mindset

Your success is our success

- ✓ A varied selection of Dry and Wet veg commodity packs in both, Mexico and USA.
- ✓ Deep-rooted relationships with trusted growers and suppliers.
- ✓ With LTL and full-load deliveries, we ensure timely transportation nationwide.
- ✓ Leverage our border-based consolidation facilities and collaboration with our partners.
- ✓ Food Safety and Quality reports are provided in real-time to ensure our customer partners understand exactly what they will receive before it arrives at their door.


Direct Quality 

SO #:		Carrier:	
PO #:		Driver:	
Origin:	Direct Roots-Nogales	Trailer LP:	
Ship Date:	04/13/2024	Seal #	11250494
Destination:		Recorder #	k370
Del Date:	04/15/2024	Reefer setting:	48° Continuous

Seal:	Recorder:	Reefer:
		

Commodity:	Tomatoes (Roma)
Organic:	No
Quality:	Good
Size:	Small
Firmness:	Firm
Quantity Ordered:	1360
Quantity Shipped:	1360
Color - Shipped:	5
Color - Expected:	5

Commodity:	Peppers (Green Bell)
Organic:	No
Quality:	Good
Size:	Choice
Firmness:	Firm
Appearance:	Normal
Quantity Ordered:	56
Quantity Shipped:	56

Report as of 4/16/2024 at 10:12 PM  Page 1 of 2





Our established relationship with trusted growing partners helps to ensure that Direct Roots sets the highest food safety standards for providing the best quality products.

We leverage our network of pool point consolidation centers in Salinas, Nogales, Laredo, McAllen, and Chula Vista to provide increased supply chain efficiency for our customers.

SOURCING

CONSOLIDATION

LOGISTICS

DATA ANALYSIS

Our base of vetted carriers works tirelessly to safely deliver fresh produce on time and in full.

Direct Roots can help equip our customers to make informed decisions by providing data analytics to better understand patterns and trends to create a best-in-class supply chain.



EFFICIENTLY FRESH



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Our software offers more than just map tracking. It's a cutting-edge tool designed to revolutionize supply chain management in the agricultural industry. It caters specifically to logistics and distribution of perishable, sensitive, and low-shelf-life commodities, allowing you to monitor inventory, shipments, and orders to uncover hidden risks and inefficiencies across your entire network. This comprehensive visibility helps you save costs and enhance customer service.

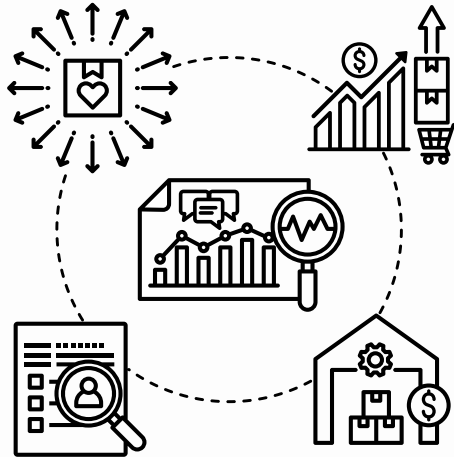
Direct Roots Insight Visibility Environment

SHAREABLE URLS

CUSTOMIZABLE DASHBOARDS

CUSTOMIZABLE ALERTS AND DASHBOARDS

MACHINE LEARNING INSIGHTS



MAKE INFORMED DECISIONS AND REDUCE COSTS

TEMPERATURE NOTIFICATIONS

REAL-TIME VISIBILITY TO YOUR SHIPMENTS





ALL YOUR FOOD SAFETY INFO IN ONE PLACE

- Real-time visibility into orders and shipments, including before, at, and after the border.
- Accurate ETA and predictions to prevent late shipments.
- Delivery of actionable insights precisely when needed, focusing on strategic growth initiatives.
- Mitigation of risks and improved responsiveness across the supply chain.
- Access GRL information and food safety documents all in one place.
- Recommendations based on machine learning for enhanced decision-making.
- Unparalleled visibility into the supply chain to minimize disruptions and ensure on-time, in-full deliveries.
- Proactive customer service for orders with exceptions.



GROWING REGIONS



Commodity	Growing area	Country	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
 Bell Peppers	Florida	USA												
	Sinaloa	MX												
	Sonora	MX												
	Georgia	USA												
	California	USA												
	Michigan	USA												
	Baja California	MX												
	Jalisco	MX												
 Cucumbers	Florida	USA												
	Sinaloa	MX												
	Sonora	MX												
	Georgia	USA												
	California	USA												
	Michigan	USA												
	Baja California	MX												
	Jalisco	MX												
 Squash	Florida	USA												
	Sinaloa	MX												
	Sonora	MX												
	Georgia	USA												
	Michigan	USA												
	Baja California	MX												
	California	USA												
 Tomatoes	Florida	USA												
	California	USA												
	Virgina	USA												
	Michigan/PA	USA												
	Sonora/Sinaloa	MX												
	Baja California	MX												
	Jalisco	MX												
	San Luis/Torreon	MX												



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FACILITIES

OUR

ITEMS AVAILABLE

CAPABILITIES

WHAT CAN WE
DO FOR YOU

CONTACT

AND HOURS OF
OPERATION

McALLEN

NOGALES

LAREDO

CHULA VISTA



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McALLEN

GENERAL

OPERATIONAL: YEAR ROUND

Daily Hours: Monday-Sunday 10AM-7PM

Direct Roots- Farmers Best
1460 E Hi Line Rd, Pharr, TX 78577

CAPABILITIES

- Consolidation
- Repacking
- Staging
- Sorting
- Labeling/Wrapping
- Intercity pick up
- Quality check prior to shipment (Direct Quality Program)
- Daily transfer to Laredo, Texas
- Transportation solutions

ITEMS AVAILABLE- YEAR ROUND

(BUT NOT LIMITED TO)

- Bell Peppers
- Tomatoes
- Soft Squash
- Hot peppers
- Eggplant
- Limes
- Cucumbers
- Broccoli Crowns-Seasonal
- Carrots
- Iceberg
- Celery -Seasonal





NOGALES

IN & OUT SPACE
AVAILABLE

For pricing contact:

- (520)-281-2220
- (520)-980-0851

GENERAL

OPERATIONAL: YEAR ROUND

Daily Hours: Monday-Sunday 10AM-7PM

Direct Roots - Nogales
5 Kipper St, Rio Rico, AZ 85648

CAPABILITIES

- Consolidation
- Repacking
- Staging
- Gassing
- Sorting
- Labeling/Wrapping
- Intercity pick up
- Quality check prior to shipment (Direct Quality Program)
- Transfers to Yuma, AZ
- Transportation solutions

ITEMS AVAILABLE

(BUT NOT LIMITED TO)

**PRODUCT OFFERINGS
AVAILABLE: OCTOBER -JUNE**

- Bell Peppers
- Tomatoes
- Soft Squash
- Hard Squash
- Hot peppers
- Eggplant
- Cucumbers
- Carrots
- Melons
- Asparagus
- Mini Sweet peppers
- Corn
- Green Beans
- Citrus





LAREDO

GENERAL

OPERATIONAL: YEAR ROUND

Daily Hours: Monday-Sunday 10AM-Midnight

Cold Chain Solutions : Laredo, Texas
810 Union Pacific Blvd, Laredo, TX 78045

CAPABILITIES

- Consolidation
- Labeling/Wrapping
- Quality check prior to shipment (Direct Quality Program)
- Transfers to McAllen, Texas
- Transportation solutions from Mexico and throughout the US

ITEMS AVAILABLE

(BUT NOT LIMITED TO)

**DRY VEG PRODUCT
OFFERINGS ARE TRANSFERRED
FROM MCALLEN, TEXAS.**

AVAILABLE: YEAR ROUND

- Bell Peppers
- Tomatoes
- Soft Squash
- Hot peppers
- Eggplant
- Limes
- Avocado
- Cucumbers
- Broccoli Crowns-Seasonal
- Carrots
- Iceberg
- Celery -Seasonal
- Romaine -Seasonal





CHULA VISTA

GENERAL

OPERATIONAL: JUNE - END NOV

Daily Hours: Monday-Sunday 10AM-7PM

1710 Dornoch Ct, San Diego, CA 92154

CAPABILITIES

- Consolidation
- Staging
- Quality check prior to shipment (Direct Quality Program)
- Transportation solutions

ITEMS AVAILABLE

(BUT NOT LIMITED TO)

**PRODUCT OFFERINGS
AVAILABLE: MAY-DECEMBER**

- Bell Peppers
- Tomatoes
- Soft Squash
- Cucumbers
- Green Beans



OUR PRODUCTS



Full Product List

LEAFY GREENS	Pack size
Arugula	2/2, 4/1
Bok Choy	30 lb
Butter Lettuce	20 lb
Cabbage Green/Red	1/1 ct
Cabbage Napa	30 lb
Endive	20 lb
Escarole	20 lb
Frisee	15, 18 lb
Green/Red Leaf	10, 12, 24 lb
Iceberg	1/1, 1/24 ct
Kale	15, 16 lb
Raddichio	30, 35 lb
Romaine	12/3 ct, Liner 24
Spinach	4, 10, 20 lb
Spring Mix	3, 12, 15 lb

BROC. & CAULI.	Pack size
B R O C	Sweet Baby 18 ct
	Iceless Crowns 20 lb
	Iced Asian Cut Crowns 20 lb
Cauliflower 9, 12 ct, 22 lb	

FRUIT	Pack Size
Avocado	30, 60, 84 ct
Cantaloupe	9, 12, 15, 18, 23 ct
Honeydew	30 lb
Limes	12/48/200 ct, 10 lb
Mango	6, 7, 8 s / 10 lb
Oranges	38 lb
Pineapple	25 lb
Watermelon	4 ct
Grapes	18 lb

TOMATO	Size	Pack Size
Roma	S, M, L, XL, Jumbo	25 lb
Grape	-	10, 20 lb, Clamshell 9 lb
Vine Ripe	4/5, 5/5, 5/6, 6/6	25 lb

CUCUMBER	Size/Type	Pack Size
Euro	S, M, L	11, 12, 45 lb
Slicer	S, M, L, Select, Super Select	24, 36 ct, 50 lb
Persian	M, Fancy, Extra fancy	20 lb
Select	-	1 ct

SQUASH	Size/Type	Pack Size
Italian	M, L, Fancy, Extra fancy	22, 25, 45 lb
Hard	Butternut, Delicata, Acorn, Fairytale	35, 700 lb
Yellow	M, Fancy, Extra fancy	20, 22, 25 lb
Eggplant	-	18, 24 ct

ORGANIC	Size/Type	Pack Size
Spring Mix	-	3 lb
Squash	Yellow, Orange	25 lb
Roma Tomato	M, L	25 lb
Arugula	-	1 ct
Beefsteak tomato	-	22, 32, 35, 39, 52 ct
Celery	-	25, 650 lb
Cucumber Euro	S, M	12 lb
Grapes	-	18 lb
Green Beans	-	30 lb
Green Onions	Rootless	25 lb
Bell Pepper	L, XL / Green, Red, Yellow, Orange	11, 25 lb
Hard Squash	Butternut, Spaghetti	35 lb
Heirloom Multicolor Tomato	-	10 lb
Italian Squash	M, Fancy	25 lb
Mini Sweet Peppers	-	12/1, 6/2, 20 lb
Pineapple	-	25 lb
Raddichio	-	30, 35 lb
Slicer Cucumber	Plain, Super Select	12, 25, 50 lb
Spinach	-	4 lb
Watermelon	-	40 lb

PEPPER	Size/Type	Pack Size
Green, Red, Yellow Bell Pepper	S, M, L, XL, Jumbo	11, 25 lb
Mini Sweet Peppers	-	12/1, 6/2, 20 lb
Pasilla Peppers	-	24 lb
Jalapeño (Regular or Red)	L, XL	38 lb
Serrano	L	38 lb

MISCELLANEOUS	Size/Type	Pack Size
Asparagus	-	11 lb
Brussel Sprouts	-	25 lb
Carrot	2", 4", Jumbo	25, 50 lb
Celery	Sleeved	24, 30 ct
Cilantro	-	11, 15, 30 lb
Eggplant	-	18, 24 ct
Green Beans	-	28, 30 lb
Italian Parsley	-	11, 15 lb
Jicama	-	35 lb
Onions	Red (whole peeled), White (Jumbo)	25 lb
Pea	Snap, Snow	10 lb
Radish	Bag	25 lb

Texas Product List



MISCELLANEOUS	Size/Type	Pack Size
Iceberg	24ct	40lb
Romaine	24ct	40lb
Celery	Sleeved	24, 30 ct
Green Leaf	24ct	35lb
Eggplant	-	18, 24 ct
Carrot	Jumbo,XL	25, 50 lb
Onions	Red,White (Jumbo)	25 lb

Can Direct Roots get me items not listed?

YES!

SEND US A MESSAGE

TOMATO	Size	Pack Size
Roma	S, M, L, XL, Jumbo	25 lb
Grape	-	10, 20 lb, Clamshell 9 lb
Vine Ripe	4/5, 5/5, 5/6, 6/6	25 lb

BROC. & CAULI.		Pack size
B R O C	Iceless Crowns	20 lb
	Iced Asian Cut Crowns	20 lb
	Cauliflower	9, 12 ct, 22 lb

CUCUMBER	Size/Type	Pack Size
Euro	S, M, L	11, 12, 45 lb
Slicer	S, M, L, Select, Super Select	24, 36 ct, 50 lb
Persian	M, Fancy, Extra fancy	20 lb
Select	-	1-1/9

SQUASH	Pack Size
Italian	22, 25, 45 lb
Yellow	20, 22, 25 lb
Grey	20, 22, 25 lb

Sizes: M, Fancy, Extra fancy

PEPPER	Size/Type	Pack Size
Green, Red, Yellow Bell Pepper	S, M, L, XL, Jumbo	11, 25 lb
	-	
Pasilla Peppers	-	24 lb
Jalapeño (Regular or Red)	L, XL	38 lb
Serrano	L	38 lb
Anaheim	L	38 lb

FRUIT	Pack Size
Avocado	30, 60, 84 ct
Cantaloupe	9, 12, 15, 18, 23 ct
Honeydew	30 lb
Limes	12/48/200 ct, 10 lb
Mango	6, 7, 8 s / 10 lb
Oranges	38 lb
Pineapple	25 lb



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Nogales Product List



MISCELLANEOUS	Size/Type	Pack Size
CORN	White/Yellow	4 DOZEN
Honey Dew		
Eggplant	-	18, 24 ct
Carrot	Jumbo,XL	25, 50 lb
Onions	Red,White (Jumbo)	25 lb

Can Direct Roots get me items not listed?

YES!

SEND US A MESSAGE

TOMATO	Size	Pack Size
Roma	S, M, L, XL, Jumbo	25 lb
Grape	-	10, 20 lb, Clamshell 9 lb
Vine Ripe	4/5, 5/5, 5/6, 6/6	25 lb

FRUIT	Pack Size
Cantaloupe	9, 12, 15, 18, 23 ct
Honeydew	5-9ct
Oranges	72-138ct
Mini Watermelon	6-12ct
Watermelon	4-8ct
Grapes	18 lb

CUCUMBER	Size/Type	Pack Size
Euro	S, M, L	11, 12, 45 lb
Slicer	S, M, L, Select, Super Select	24, 36 ct, 50 lb
Persian	M, Fancy, Extra fancy	20 lb
Select	-	1-1/9

SOFT SQUASH	Pack Size
Italian	22, 25, 45 lb
Yellow	20, 22, 25 lb
Grey	20, 22, 25 lb

Grades: M, Fancy, Extra fancy

PEPPERS	Size/Type	Pack Size
Green, Red, Yellow Bell Pepper	S, M, L, XL, Jumbo	11, 25 lb
Tomatillo	L	
Pasilla Peppers	L, XL	24 lb
Jalapeño (Regular or Red)	L, XL	38 lb
Serrano	L	38 lb
Anaheim	L	38 lb

HARD SQUASH	Pack Size
Kabocha	S-XL
Butternut	S-XL
Delicata	S-XL
Spaghetti	S-XL
Acorn	S-XL



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DIRECT PICK PROGRAM Effective 04/08/2024

Direct Roots is dedicated to simplifying the supply chain of our customers. By offering local consolidation in Salinas and Yuma for core items/commodities that Taylor Farms does not usually grow or process, we cut down on the number of pick-ups and the amount of time spent by your OTR trucks making those pick-ups, giving more hours back to the drivers to be on the road, and thus increasing the likelihood of on time deliveries. The items we typically consolidate daily are listed below, but we are able to expand this offering at the needs of our customers.

Commodity	Tie	High	#/Pallet	WT
Cauliflower	4	12	48	20
Cilantro	5	8	40	20
Escarole	5	8	40	20
Endive	5	8	40	20
Italian Parsley	5	8	40	11
Butter lettuce	5	8	40	20
Napa Cabbage	5	8	40	30
Savoy Cabbage	5	7	35	30
Frisee	7	8	56	18
Radicchio	7	6	42	30
Organic Brocc Crowns	8	6	48	20
Brussel Sprouts	7	8	56	25
Green Onions	5	8	40	25

ALL CONTACTS



DIRECT ROOTS GENERAL INFORMATION:

- (831)-676-9166
- [DIRECTROOTS.COM/CONTACTUS](https://www.directroots.com/contactus)

SALES DEPARTMENT:

- SALES@DIRECTROOTS.COM

NOGALES CONSOLIDATION OPPORTUNITIES:

- (520)-281-2220
- (520)-980-0851



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