

## Backyard Farms launches large-format, greenhouse-grown Romaine lettuce

06 March 2024 | News

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Mastronardi Produce, the fourth-generation family-owned company that pioneered commercial greenhouse growing in North America, has launched a large-format, greenhouse-grown Romaine lettuce under its Backyard Farms® lettuce line. Mastronardi Produce is currently the only greenhouse grower to venture into the large-format Romaine segment and produce a high-quality product. Backyard Farms Romaine lettuce is already on shelves at select retailers.

“Our greenhouse-grown Romaine is a game-changing product in the lettuce category,” said Peppe Bonfiglio, VP of Sales at Mastronardi Produce. “We are the first greenhouse grower in North America to successfully cultivate a full and flavorful large-format Romaine.”

Mastronardi Produce leverages state-of-the-art growing technology along with years of breeding and growing experience to produce its Backyard Farms lettuce line.

The Romaine heads are remarkably full in size and colour with sweet and delicate leaves. Packaged in an elegant poly bag, the lettuce is offered in a resealable two-count and club format under the recognisable branding of Backyard Farms.

Backyard Farms has a loyal consumer base and a long history of providing locally grown, fresh-from-the-vine tomatoes in Maine where it’s always tomato season. The brand launched its lettuce line in the spring of 2023 and now offers a portfolio of cut leafy greens that are washed and ready-to-eat and high-quality living lettuce.

Visitors to the SEPC Southern Exposure tradeshow can check out Backyard Farms Romaine and the full line of fresh, leafy greens at booth 631.