

Local Grower Profile



Riveridge Produce Marketing LLC. - Sparta Michigan

Riveridge Land Company started in 1995 with a 40 acre orchard. It was started by 3 owners; Don Armock, Rog Geers and Dan Rock of Riveridge Produce Marketing. The farm is still managed by the first generation owners and is local to the area with a long history in the marketing and growing of fresh commodities.

Riveridge Land Company currently has 540 acres of apples in production, 15 acres of sweet cherries, 1 acre of raspberries under high tunnels, 1 acre of strawberries, 1 acre of Castleton prunes and 2 acres of blueberries. With all of these commodities going on at virtually the same time it can get really challenging to keep up with the changing markets, food safety requirement and labor issues. Of course it is also rewarding as well to be able to deliver quality products to their customers and watching that base grow with every season.

What makes Riveridge stand out from others? Their new varieties, growing techniques and commitment to our food safety program allows us to stand out from other growers. We value their customers and want them to be confident that we take the time and efforts to have safe commodities. Third Party audits have been done annually for the past 5 years by PrimusLabs as well as the USDA.

The farming operation in general is going all year long. Than pruning through the winter months, spraying and planting in the spring, harvesting cherries, strawberries and raspberries in early-mid summer then preparing for apple harvest. This season they are expecting approximately 380,000 bushels of apples and the other commodities are not yet in full production as numbers have been low. However, they are looking to change that as the years progress.



Jaun Vasquez, Mark Zemaitis and Ken Finkler

Supporting Local Produce Suppliers

Produce from a local farm is a great way for our customers to support local businesses and provide fresh menu items for their customers that get attention. Gordon Food Service offers several products from local suppliers that have met the following four non-negotiable requirements: safety, quality, availability, and price. We follow these requirements to protect our customers' well-being.

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