

Frozen-food lines operating again

Del Mar Foods running two shifts at former Green Giant plant



Mike McCollum

Del Mar Frozen Foods president P.J. Mecozzi stands beside a load of spinach at the Green Giant plant.

By BOB SMITH
STAFF WRITER

The frozen-food lines are again moving in Watsonville's old Green Giant plant — this time under the aegis of Del Mar Foods.

The company has hired about 85 workers to work on the lines packing the spring spinach crop for the Green Giant label, said Del Mar president P.J. Mecozzi.

Del Mar, which has been primarily a fruit freezer, has leased the Green Giant plant this spring from its new owner, the S. Martinelli Co., while it readies a building to permanently house the frozen-food line.

Mecozzi said his company plans to run two shifts beginning tomorrow morning in the Green Giant plant until the end of the spring spinach crop — sometime in June.

Once the spring pack is over, the packaging equipment will be moved to the new site at Del Mar Foods in time for the September pack of brussels sprouts and fall spinach.

Mecozzi said a lot of former Green Giant workers, particularly the highly skilled technicians, are working alongside Del Mar employees in the new operation.

The company has a long-term contract to pack spinach products and brussels sprouts for the Green Giant label. Mecozzi stressed that his company is not positioning itself as a head-on competitor to Watsonville's major vegetable processors, NorCal Crosetti and Dean Foods.

The multi-year Green Giant contracts will use most of the potential Del Mar frozen vegetable capacity.