

G. W. Palmer and Company, Inc.

In an industry where change is the norm, one's ability to adapt is the primary element in a company's long term success. This adaptability is most easily affected through reliable information, trade experience, logistical flexibility, and an attention to detail which provides quick solutions to remedy problems before they get out of control. As brokers for G. W. Palmer and Company this is what we have been doing since 1929.

The produce world has changed so dramatically that it is all but unrecognizable to the preceding generation. On the buyer's end inventory and ordering was based around weekly deliveries of a load of cabbage, a load of lettuce, red and gold apples, potatoes and onions. The shipper would most likely arrange transportation and it would deliver "as soon as we can get there." In today's world wholesalers and institutional suppliers must contend with customer specific products on an hourly basis: one-eighth in shredded lettuce with or without separate color, romaine hearts, living watercress, Apple Grins and Pineapple Pals, fingerling or purple potatoes along with the Norkotahs or Burbanks, plus hundreds of small package items on the Los Angeles produce market...each of vital importance to the customer and end user. This puts a premium on a broker who has a time proven relationship with suppliers and truckers that enables them to constantly adjust orders "on the fly" and still deliver the product on time.

The added value of an order handled by G. W. Palmer and Company may be largely unseen but seldom unnoticed. Every shipper, trucker, and customer has our cell phone number. While the majority of our business is conducted during the day, phone calls and texts constantly come in throughout the night. A wrong PO number issue is resolved, a difference in shipping quantities is corrected, directions to a warehouse relayed, and agreements to pay for overtime loading or consolidation can be confirmed. This is what we do, all day, all night, and every week of the year, taking the burden off of the buyers and, hopefully, allowing them a good night's sleep.

Also, the brokers within the G. W. Palmer family are not competitors. You may deal with the same person each time but backing him is the expertise of the entire company. Where are the best strawberries located? Who is the loading foreman on the dock at Salinas, CA? How do I get half a load of Idaho apples to northern Mississippi? We pride ourselves on working together, resolving problems and finding solutions so that every order is handled with the fullest measure of importance by one of the oldest produce brokerage companies in the United States.

We only do produce, and we do it well.

Delivering since 1929.