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**ANDY  
BOY®**

*Trust The Original*

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Our story begins in 1907 when teenager Andrea D'Arrigo left his hometown of Messina, Sicily and immigrated to New York through Ellis Island.

Andrea was followed by his younger brother Stefano in 1911. Arriving in the States they settled in the Boston area and worked in a shoe factory, a woolen mill and a variety of other jobs to make ends meet. The brothers learned English and earned their U.S. citizenship. When the U.S. entered World War I both brothers

served in the Army, Andrea overseas in France and Stefano in the United States.

In 1920 the brothers formed a partnership with their cousins in the Boston Fruit and Grape Company. Recognizing the demand from first generation Europeans to make their own wine, Andrea and Stefano decided to buy and sell fresh grapes. Stefano moved to California to purchase grapes and Andrea remained in Boston to sell the product. In 1923, Andrea and Stefano separated from their cousins and formed their own partnership, D'Arrigo Brothers Company. On March 8, 1922 Stefano's wife Concetta gave birth to Stephen Jr., in Stockton, California, followed by Andrew, born on February 1, 1924.

Attracted by its large Italian population, Stefano moved his family to San Jose, California. He noticed the immigrants were growing items he remembered from his native Sicily. Among these were cactus pears, sweet anise (fennel) and broccoli. Recognizing the excellent quality of the produce being grown, Stefano was prompted to grow a trial planting.

Stefano bought a 24-acre ranch in San Jose and began planting broccoli seeds sent to him by his father in Italy. Once harvested, the broccoli was shipped by rail express to Andrea in Boston. In 1924, the first ice packed broccoli was shipped by railcar as a mixed load and in 1925 full railcars were shipped to the East Coast. Stefano was

credited as the first person to make a transcontinental shipment of broccoli from the West to the East Coast.

In order to distinguish the California broccoli from competitors the brothers began branding it in 1926 with a picture of Stefano's youngest son Andy who was two and a half years old. In 1927, the "Andy Boy" label became a registered trademark. The broccoli was wrapped in a pink wrapper with the photo of Andy D'Arrigo, 'Andy Boy' and featured broccoli cooking instructions and recipes.

A Harvard study published in 1951<sup>1</sup> credits D'Arrigo Brothers Company with being the first company documented to brand fresh vegetables (broccoli and celery) by using the Andy Boy label hence the use of “Original Brand” on the logo and tagline of “Trust the Original”. Through innovative advertising, the Andy Boy logo placed on a pink wrapper became well-known to the American consumer as a symbol of fresh, quality produce. The company believed that advertising gave them an edge and felt that consumers were willing to pay a

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<sup>1</sup> *Advertising Text and Cases, Neil H. Borden, MBA, Professor of Advertising, Graduate School of Business Administration, Harvard University, 1951.*

premium price for the assurance of high quality provided by the Andy Boy label.

In the 1940's, D'Arrigo Brothers Company began buying land and expanding into multiple districts and states. In 1940 Stefano purchased land in San Jose for a new shed and office. This served as the company headquarters until 1961 when the company moved to Salinas. In 1946 the partnership of D'Arrigo Brothers Company was incorporated into D'Arrigo Bros. Co., of Massachusetts and D'Arrigo Bros. Co., of California. The stock in each corporation was equally divided between Andrea's family in the East, and Stefano's family, in the West. With the two companies prospering in Boston and

California, the D'Arrigo brothers opened their New York City operation on July 5, 1948 with Andrea's oldest son, Stephen, in charge.

In 1951, in partnership with Chet Chesholm, a longtime broccoli grower, Stefano purchased 505 acres of land from the Spreckels Sugar Company just outside the City of Salinas, CA.

This land acquisition was the entry of D'Arrigo Bros. Co., of California into the Salinas Valley.

Later that same year, after a long battle with leukemia, Stefano D'Arrigo (California) passed away at the age of 57. His brother Andrea (Boston) became President of D'Arrigo Bros. Co., of California and his nephew Andy D'Arrigo (Stefano's son) became Vice President and

General Manager and Stephen remained as Secretary and Treasurer. In 1965, upon the death of Andrea D'Arrigo (Boston), Andy D'Arrigo (California) assumed the office of President of D'Arrigo Bros. Co., of California and his brother Stephen assumed the role of Vice President and Director of Sales.

Andy D'Arrigo was committed to upholding the legacy of the Andy Boy tenets of quality produce and in the 1960's introduced the company's own seed development program. Identified by many Italian immigrants as 'mustard' and considered a diet staple, the company would harvest wild mustard greens from the hills surrounding the valley and ship the product locally and across the

country. In 1964 D'Arrigo Bros. changed the name from mustard to "broccoli rabe" and today D'Arrigo California has several patents covering proprietary rights for broccoli rabe. In addition to broccoli and broccoli rabe, the company propagated "sweet anise" a relative of the common wild anise that grows along fences and country roads. Again, the challenge was a lack of reliable domestic seed. Returning to his roots Andy first obtained stock from Sicily and thereafter grew his own sweet anise seed supply. The company maintains proprietary patents for sweet anise, now known as fennel, and continues to develop and grow its own seed varieties of broccoli rabe and fennel.

In August 2006, the company built a state-of-the-art cooling and shipping facility on what is known as Ranch 1 in Salinas, California. In October 2008, the office headquarters were built adjacent to the cooling and shipping facility allowing D'Arrigo California to house all business operations under one roof.

In 2020, the company celebrates its 97<sup>th</sup> year of business. The company has grown from farming its first 28 acres in San Jose, California to producing produce on 40,000 crop acres throughout California, Arizona and Mexico.

Under the Andy Boy label, the company grows 13 different fresh vegetables (conventional and organic) that are shipped domestically and

internationally. The company is being led by third generation family member John D'Arrigo (Andy's son), who has been serving as President and CEO since 1992 and as Chairman of the Board since 2014. In 2004, John was elected as president of Western Growers Association and the D'Arrigo California family became the first and only grandfather-father-son trio to have held the office in Western Growers Association's history.

The D'Arrigo brothers were visionaries and worked hard to set themselves apart in the produce industry. Early on, the brothers understood that quality produce would position the company for success and created a

completely vertically integrated company. From the time the seeds go in the ground to the time they closed the doors to their customer's truck, they controlled the entire process. There was no third party involved. Stefano and Andrea knew there was only one way to control the quality of their produce, grow it from the ground up.

Today, our company boasts 4<sup>th</sup> generation family members as shareholders and employees along with hundreds of life long dedicated employees. By the principals taught by founders Andrea and Stefano, hard work, families and employees working together, and sound business principles, D'Arrigo California has achieved an enviable

position and will continue to build on its solid foundation for generations to come.