



Meet the Grower

Miedema Produce Hudsonville, MI

Miedema Produce started in 1971 when brothers Gerald and Ron Miedema raised their first crops in Jenison, Michigan. Gerald and Ron learned from their father, Ted, who had farmed in the Netherlands, immigrated to the United States, and used his vegetable growing expertise to make his start in the United States.

Miedema Produce began with red radishes, bright and crisp; the hallmark product grown and produced today. Buyers knew who grew the best; Miedema Produce has become one of the largest growers and shippers of radishes in the world.

In 1973, the company moved operations to its current location in Hudsonville, Michigan, and soon added celery, parsnips, and turnips to meet the demand by their customers. As the business continued to grow, the company added vegetables, such as onions, cucumbers, peppers, summer squash and lettuces to the product line. Expansion projects were undertaken in 1973, 1976, and 1980 to keep up with the global demand.

Miedema strives to grow, pack and deliver the freshest, most wholesome produce available using customer satisfaction, sustainable farming and food safety as our goals.

