



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: OCTOBER 21, 2020

Filing Date: September 23, 2020
Case No.: 2020-008543LBR
Business Name: Washington Vegetable Company
Business Address: 2035 Jerrold Avenue
Zoning: PDR-2 (PDR PRODUCTION, DISTRIBUTION, AND REPAIR) Zoning District
80-E Height and Bulk District
Block/Lot: 5284A/006
Applicant: Michael Pizza
2035 Jerrold Avenue
Nominated By: Mayor London Breed
Located In: District 10
Staff Contact: Katherine Wilborn - 628-652-7355
Katherine.Wilborn@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

In 1931, after immigrating from Collodi, Italy and working as a laborer for over a decade at the (no longer extant) San Francisco Wholesale Produce Market, Pietro Dante Pizza decided to open his own wholesale produce business at 217 Washington Street, and named it the Washington Vegetable Company after the street on which it was located. Pizza had three sons – John, Louis, and Renato – who worked in the mornings, before going to school, and would later return from WWII to work full-time in the family business. The business was growing and in 1956, the company moved to a larger warehouse at 135-137 Washington Street (which is now the site of Maritime Plaza Park). Less than a decade later, the Golden Gateway Redevelopment Project was approved, and the merchants of the old Produce Market had to find new real estate for their wholesale operations. Many merchants chose to leave the city and open the Golden Gate Produce Terminal in South San Francisco, but Washington Vegetable Company felt strongly about staying in the city. Washington Vegetable, among a handful of other produce dealers, relocated to Jerrold Avenue where the company has remained for the last 57 years. Washington Vegetable's dedication and perseverance to San Francisco's wholesale produce and family-owned operations is evident in its ownership history. The company has stayed in the Pizza family and is currently in its third generation of ownership, and fourth generation of family-member operations.

Since the early part of the 20th century, the wholesale produce merchants of San Francisco have been the primary source of fresh fruits and vegetables for the city and the Bay Area at large. The city's close proximity to some of the most productive produce growing regions in the country (Salinas, Central Valley, etc.) has helped form the Bay Area's identity as one of the culinary capitals of the world and a place on the cutting edge of many healthy, plant-based food trends. Washington Vegetable is one of the oldest members of the San Francisco Wholesale Produce Market and has a strong relationship with the area's local-based grocers and restaurants. Their regular customer base in San Francisco includes Gus's Community Markets, Mollie Stones, El Chico Market, La Loma Market, Casa Maria, Marina Supermarket, Nature Stop, Hayes Valley Whole Foods, 22nd and Irving Market, Noriega Produce, Del Rio Produce, New May Wah, Brayan's Market, the Good Life Markets, Chubby Noodle, Espetus Churrasceria, and Underdog Tacos; in addition to numerous corner store merchants, startup subscription companies, and stores outside of San Francisco (such as Berkeley Bowl).

Washington Vegetable is been dedicated to supporting and supplying the high-end culinary traditions of San Francisco's well-known food scene. However, Washington Vegetable also philanthropically recognizing food as a vital source of life for those in need. The Washington Vegetable Company feels strongly about giving back to the community and regularly donates fresh fruits and vegetables to a variety of charities and food banks, including the SF-Marin Food Bank, the Little Sisters of the Pool, a number of Bayview-based food distribution centers, and the new Navigation center that recently opened down the street from the business. Since it began the Food Recovery Program in 2016, Washington Vegetable has donated 145, 692 pounds of produce to those in need.

Washington Vegetable is one of the largest produce wholesalers in San Francisco and its supply of fresh fruit and vegetables fuels the cultural heritage of San Francisco's foodways. The business's location at 2035 Jerrold Avenue is a Category "B" (Unknown / Age Eligible) structure on the southwest side of Jerrold between Selby Street and Milton I Ross Lane in District 10's Bayview neighborhood. It is within the Bayview Hunters Point Redevelopment Area (Area B, Zone 2, Expires 2036), the Bayview Hunters Point Planning Area, an Industrial Protection Zone Special use District, a PDR-2 (Production, Distribution, and Repair) Zoning District, and a 80-E Height and Bulk District.

Staff Analysis

Review Criteria

1. *When was business founded and what is the ownership history?*

The business was founded in 1931.

Washington Vegetable Company is been a family-owned business. It has been owned and operated by four generations of the Pizza family since its founding.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Washington Vegetable Company qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Washington Vegetable has operated continuously in San Francisco for 89 years.

- b. Washington Vegetable has contributed to the history and identity of the Bayview neighborhood and San Francisco.
- c. Washington Vegetable is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with wholesale agricultural crafts and produce market traditions.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

No. Washington Vegetable Company is the oldest member of the San Francisco Wholesale Produce Market and the structure at 2035 Jerrold Avenue is age-eligible for evaluation but has not been reviewed for its individual significance or its potential inclusion within as a historic or cultural district. A Historic Resource Evaluation is outside the scope of this review.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No, not as of the date of this Executive Summary. The structure at 2035 Jerrold Avenue has a Planning Department Historic Resource status code of "B" (Age Eligible / Unknown) because its age-eligible for evaluation but has not yet been evaluated, in regards to the California Environmental Quality Act. The business's previous (no longer extant) structures and site has since been redeveloped into One Maritime Plaza and Maritime Plaza Park.

6. *Is the business mentioned in a local historic context statement?*

No, not as of the date of this Executive Summary.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. There have been a number of features and articles on Washington Vegetable Company in The Packer and The Produce News, which highlights trends in the industry. The business president, Jack, has also been interviewed multiple times by local media outlets for stories about the produce industry; particularly during times of high process, shortages, or recalls of certain products.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 2035 Jerrold Avenue (1963 – Present)

Previous (No Longer Extant) Locations:

- 217 Washington Street (1931 – 1956)
- 135-137 Washington Street (1956 – 1963)

Recommended by Applicant

- Location within San Francisco's Wholesale Produce Terminal / Market in the Bayview neighborhood.
- Maintain the business as an essential and longstanding source of blue-collar employment within the industrial and PDR (Production, Distribution and Repair) sector of District 10.
- Remaining true to its roots as a traditional produce wholesaler, providing vegetables to grocery stores and restaurants in the Bay Area.
- Safeguard documentation related to the business's history and current operations, including photos, paintings, the former business sign (that once hung above the business's stall at the old market), and trinkets that pay homage to the business's past and growing future.
- Retain the business's mural, which was commissioned and completed by a local artist, that depicts Washington Vegetable as it looked in the old (no longer extant) produce market.

Additional Recommended by Staff

- Continue to donate to the Food Recovery Program and other philanthropic food bank organizations.
- Maintain the "Washington Vegetable" name, as homage to the business's history.

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION

DRAFT RESOLUTION NO.

HEARING DATE: OCTOBER 21, 2020

Case No.: 2020-008543LBR
Business Name: Washington Vegetable Company
Business Address: 2035 Jerrold Avenue
Zoning: PDR-2 (PDR PRODUCTION, DISTRIBUTION, AND REPAIR) Zoning District
80-E Height and Bulk District
Block/Lot: 5284A/006
Applicant: Michael Pizza
2035 Jerrold Avenue
Nominated By: Mayor London Breed
Located In: District 10
Staff Contact: Katherine Wilborn - 628-652-7355
Katherine.Wilborn@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR WASHINGTON VEGETABLE COMPANY CURRENTLY LOCATED AT 2035 JERROLD AVE, BLOCK/LOT 5284A/006.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on October 21, 2020, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** Washington Vegetable Company qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Washington Vegetable.

Location(s):

Current Locations:

- 2035 Jerrold Avenue (1963 – Present)

Previous (No Longer Extant) Locations:

- 217 Washington Street (1931 – 1956)
- 135-137 Washington Street (1956 – 1963)

Physical Features or Traditions that Define the Business:

- Location within San Francisco's Wholesale Produce Terminal / Market in the Bayview neighborhood.
- Maintain the business as an essential and longstanding source of blue-collar employment within the industrial and PDR (Production, Distribution and Repair) sector of District 10.
- Remaining true to its roots as a traditional produce wholesaler, providing vegetables to grocery stores and restaurants in the Bay Area.
- Safeguard documentation related to the business's history and current operations, including photos, paintings, the former business sign (that once hung above the business's stall at the old market), and trinkets that pay homage to the business's past and growing future.
- Retain the business's mural, which was commissioned and completed by a local artist, that depicts Washington Vegetable as it looked in the old (no longer extant) produce market.
- Continue to donate to the Food Recovery Program and other philanthropic food bank organizations.
- Maintain the "Washington Vegetable" name, as homage to the business's history.

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business October 21, 2020.

Jonas P. Ionin
Commission Secretary

AYES:

Resolution No. ###
October 21, 2020

CASE NO. 2020-008543LBR
2035 JERROLD AVE

NOES:

ABSENT:

ADOPTED:



Legacy Business Registry

Application Review Sheet

Application No.: LBR-2020-21-014
Business Name: Washington Vegetable Company
Business Address: 2035 Jerrold Avenue
District: District 10
Applicant: Michael Pizza, Outside Sales/Technology
Nomination Date: September 22, 2020
Nominated By: Mayor London Breed

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

☒ Yes ☐ No

217 Washington Street from 1931 to 1956 (25 years)
135-137 Washington Street from 1956 to 1963 (7 years)
2035 Jerrold Avenue from 1963 to Present (57 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

☒ Yes ☐ No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

☒ Yes ☐ No

NOTES: N/A

DELIVERY DATE TO HPC: September 23, 2020

Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program
Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





September 22, 2020

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Regina Dick-Endrizzi,

I am writing to nominate the Washington Vegetable Company for inclusion on the Legacy Business Registry.

The purpose of the City's Legacy Business Registry is to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City. Per ordinance, a business must be nominated by the Mayor or a member of the Board of Supervisors to be reviewed, processed, and approved by the Small Business Commission as a Legacy Business at a public hearing if it meets the criteria set forth.

Originally founded in 1931, the Washington Vegetable Company has been a family-owned San Francisco institution for nearly a century. The company has been a vital supplier of fresh produce to stores around San Francisco and the larger Bay Area for their entire existence. By connecting growers from across California and beyond to our locally-owned grocery stores and restaurants, the Washington Vegetable Company has helped our local businesses serve fresh, quality food and compete with national chains. Additionally, they have been leading participants in the San Francisco Produce Market's food recovery program, ensuring that our waste is minimized and healthy fruits and vegetables are donated to those in need. The Washington Vegetable Company has contributed to the history and identity of our City and has helped foster civic engagement and pride.

It is an honor to recognize the legacy and contributions of the Washington Vegetable Company to our great City of San Francisco.

Sincerely,

A handwritten signature in blue ink, reading "London Breed".

London N. Breed
Mayor

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
Washington Vegetable Company		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
John Pizza		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2035 Jerrold Ave., San Francisco, CA 94124		(415) 647-7624
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
washingtonvegetable.com	https://www.facebook.com/washingtonvegetable/	https://www.yelp.com/biz/washington-vegetable-company-san-francisco

APPLICANT'S NAME	
Michael Pizza	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Outside Sales/Technology	
APPLICANT'S ADDRESS:	TELEPHONE:
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0030211	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
217 Washington Street	94111	1931
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1931-4/29/1956	

OTHER ADDRESSES (If applicable):	ZIP CODE:	DATES OF OPERATION
135-137 Washington Street	94111	Start: 4/30/1956 End: 9/27/1963

OTHER ADDRESSES (If applicable):	ZIP CODE:	DATES OF OPERATION
2035 Jerrold Avenue	94124	Start: 9/28/1963 End: Current

OTHER ADDRESSES (If applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (If applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (If applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (If applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.


- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Michael Pizza

Name (Print):

11/17/19

Date:



Signature:

WASHINGTON VEGETABLE COMPANY

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Washington Vegetable Company was established in 1931 and is the oldest wholesale produce business located in the City and County of San Francisco.

After immigrating from Collodi, Italy in 1920, Pietro Dante Pizza began working at the old San Francisco Wholesale Produce Market near the corner of Davis and Washington streets in what is now the Financial District of San Francisco. Many Italian immigrants worked at the produce market due to the fact that many of the companies were owned by Italians. Families such as the Lippis, Tocchinis and Gallis were major figures at the original SF Produce Market.

In 1931, after working as a laborer for a decade, Dante opened his own wholesale produce business at 217 Washington Street and named it Washington Vegetable Company after the street on which it was located. Dante's three sons – John, Louis, and Renato – worked with their father while in school, working early mornings before going to classes. All three sons joined the armed services during WWII, and upon returning from the war began working full time at Washington Vegetable.

In 1956, the company moved to a larger warehouse at 135-137 Washington Street to accommodate the growing business. In 1961, The Golden Gateway Redevelopment Project was approved, and the original San Francisco Produce Market was set to be demolished. The former site of Washington Vegetable Company is currently home to Maritime Plaza Park.

In September of 1963, some of the merchants of the old Wholesale Produce Market moved to a new San Francisco Wholesale Produce Market on Jerrold Avenue in the Bayview area of San Francisco, with the remaining merchants choosing to leave the city and open the Golden Gate Produce Terminal located in South San Francisco. Included in the Legacy Business Registry application is the original lease signed by John, Louis and Renato Pizza for 2035 Jerrold Avenue, where the company has remained for the last 57 years.

The three brothers continued to work together, with John becoming the president of Washington Vegetable Company. During this time, John also became president of the Wholesale Fruit and Produce Dealers Association of San Francisco, which is the governing body of the merchants of the SF Produce Market. This is a title John held through three separate decades.

The early days after the move to the new terminal were not easy for the merchants, as many of their customers chose to patronize the produce wholesalers who had relocated to the new produce terminal in South San Francisco. John's leadership helped Washington Vegetable persevere through a time when many companies who had relocated to the San Francisco Wholesale Produce Market were forced to shut their doors.

After Renato retired in 1980 and Louis in 1988, John became the sole owner of Washington Vegetable Company.

John's son Jack gained familiarity with Washington Vegetable Company starting in high school, when he would work summers and occasionally before school. In 1994, after working as an attorney for 12 years, Jack returned to Washington Vegetable Company.

In 2003, John retired and his son Jack took over as owner and president. Jack is currently the sole owner and President of Washington Vegetable Company. Jack used his background as a lawyer to assist the merchants as they negotiated a new 60-year lease with the City which commenced in 2013.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Washington Vegetable Company has been in continuous operation since its founding.

c. Is the business a family-owned business? If so, give the generational history of the business.

Washington Vegetable Company is a family-owned business. It is now in its third generation of ownership, with a fourth-generation family member working at the business.

Washington Vegetable Company has been owned by the Pizza family since its founding in 1931. It was founded by Pietro Dante Pizza, then passed to his three sons, John, Renato and Louis. John eventually gained a controlling interest, and the business was thereafter passed down to his son Jack. Jack is the current owner and his son Michael works under him. Michael is planning to take over the company once Jack retires, hopefully with his sisters if either chooses to join the business.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

The ownership history of Washington Vegetable Company is as follows:

1931 to 1952:	Pietro Dante Pizza
1952 to 1980:	John Pizza, Renato Pizza and Louis Pizza
1980 to 1988:	John Pizza and Louis Pizza

1988 to 2003: John Pizza
2003 to Present: Jack Pizza

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The historic resource status of the building at 2035 Jerrold Avenue is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Since the early part of the 20th Century, the wholesale produce merchants located in San Francisco have been the primary source of fresh fruits and vegetables for the city of San Francisco and the Bay Area at large. As a large city close to some of the most productive produce growing regions of the country (Salinas, Central Valley), fresh vegetables that come through Washington Vegetable Company from these regions have helped form San Francisco's identity as a culinary capital of the world and a city on the leading edge of many healthy, plant-based food trends.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Washington Vegetable Company was one of the original tenants of the old produce market which was located in what is now the Financial District of San Francisco. This move was necessitated by the development of the Golden Gateway Redevelopment Project, which eventually generated 1,400 new housing units, the construction of the 3.5 million square foot Embarcadero Center, and 12 acres of public plazas and open spaces. When the old produce market was closed, some of the tenants moved to a new terminal located in South San Francisco, taking jobs, taxes and business with them. Washington Vegetable Company was one of a group of merchants who demonstrated their commitment to the city of San Francisco and moved to the terminal which is located in the Bayview neighborhood. Washington Vegetable

Company actively supports efforts at the San Francisco Wholesale Produce Market to provide healthy food options to some of the needier residents of the Bayview neighborhood and the city at large.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Washington Vegetable Company has been featured over the years in trade publications such as The Packer and The Produce News, which highlight trends in the industry. Additionally, Jack, the current president, has been interviewed numerous times by local media outlets for stories about the produce industry, primarily during times of high prices, shortages or recalls for certain products.

d. Is the business associated with a significant or historical person?

Washington Vegetable Company, as the oldest member of the San Francisco Wholesale Produce Market, has been involved with a number of high-profile political figures in San Francisco. John Pizza worked closely with Mayor George Christopher who was the driving force behind the Golden Gate Redevelopment project and the relocation of Washington Vegetable to the new market in Bayview-Hunters point.

e. How does the business demonstrate its commitment to the community?

Washington Vegetable Company has always felt a need to give back to the surrounding community and regularly donates fresh fruits and vegetables to a variety of charities and food banks, including the SF-Marin Food Bank, the Little Sisters of the Poor and a number of Bayview based food distribution centers. The Market has also begun working with the Navigation center that has opened down the street from the Produce Market. Since the beginning of the official Food Recovery Program in 2016, Washington Vegetable has donated 145,692 pounds of produce.

f. Provide a description of the community the business serves.

Washington Vegetable Company serves a variety of fresh fruit and vegetable consumers in the city of San Francisco and the greater Bay Area. Their customer base includes large but locally-based grocery stores located in the city (e.g. Gus's Community Markets and Mollie Stones) and elsewhere in the Bay Area (e.g. Berkeley Bowl, Piazza's Fine Foods and Monterey Market). Washington Vegetable also service many mid-size markets located in the various areas of the city including the Mission (El Chico Market, La Loma Market, Casa Maria, etc.), the Marina (Marina Supermarket), North Beach (Nature Stop), Hayes Valley (Haight and Fillmore Whole Foods), the Sunset (22nd and Irving Market, Noriega Produce), the Richmond (Del Rio Produce, New May Wah and Bryan's Market), Bernal Heights and Potrero Hill (Good Life Markets). Finally, Washington Vegetable is proud of its longtime relationship with many of the small

“corner store” merchants who make up such an important part of the character of the San Francisco retail sector and are spread across all corners of the city.

Washington Vegetable also sells directly to numerous restaurants and restaurant groups such as Chubby Noodle in North Beach and the Marina, Espetus Churrasceria in Hayes Valley and Underdog Tacos in the Outer Sunset.

Lastly, Washington Vegetable sells to other members of the San Francisco Produce Market who may serve different functions. Cooks Company, which specializes in deliveries to restaurants, purchases produce from Washington Vegetable, as does Grub Market, a newer startup focusing on delivering produce to homes with a subscription model. Providing produce to companies like these expands the business’ reach even more and ensures that the SF Produce Market remains a vital part of the San Francisco food infrastructure.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

Washington Vegetable Company is housed in the San Francisco Wholesale Produce Market, which is a Legacy Business.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If Washington Vegetable Company were sold, relocated or shut down, it would mean the loss of one of the largest and most established produce wholesalers located in the City and County of San Francisco. Many customers may be forced to go to larger distribution companies out of the Central Valley or Los Angeles to get their produce delivered, depriving San Francisco of increasingly rare blue-collar jobs.

It would also lose a company that has owners and employees with years of institutional knowledge about the produce industry as well as a space that serves as an informal meeting place for many in the grocery industry. On any given morning, you can find an incredibly diverse group of owners, produce buyers and truck drivers of locally owned groceries and restaurants meeting in the Washington Vegetable warehouse, trading stories about their businesses, communities and families.

CRITERION 3

a. Describe the business and the essential features that define its character.

Washington Vegetable is an old-school business, operating in an old-school industry, but doing so in a modern way while always keeping an eye toward the future. With a nod towards their past, Washington Vegetable is proud of the fact that many of the farmers who supply their produce have been their partners for decades. Similarly, many of its customers have been with

Washington Vegetable for years and are treated like family. True to our founder's values, the smallest customer at Washington Vegetable has always been treated the same as the largest.

At a basic level, every morning the employees unload trucks of produce that come from a number of different states and countries. Throughout the morning, customers place orders via phone, email, text message or in person, and Washington Vegetable's employees assemble these orders and load them onto trucks when the customers come to pick up. Other orders are delivered directly to customers throughout the Bay Area. This all occurs in the early hours of the morning, primarily between midnight and 10 am.

Washington Vegetable has strived to keep track of industry trends and adapt their business accordingly. They were one of the first businesses in the San Francisco Produce Market to voluntarily adopt a food safety program to ensure that their product is stored, handled and distributed in a manner that meets rigorous food safety standards. Similarly, sensing a trend towards organic produce, Washington Vegetable opened a dedicated organic department, which continues to thrive and expand. Over a decade ago, Washington Vegetable began an export department that ships produce weekly to various customers in the South Pacific.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Washington Vegetable Company has made an active effort to remain in the San Francisco Produce Market, even as many of the original vendors from the old market either moved to the South San Francisco Produce Market or relocated to warehouses in other parts of the Bay Area. This commitment to the city of San Francisco was reinforced in the signing of a new long-term lease in 2013, one that will ensure they remain at the San Francisco Produce Terminal well into the future. Additionally, Washington Vegetable has remained true to its roots as a traditional produce wholesaler, providing vegetables to grocery stores and restaurants. This business model is in stark contrast to some of the newer start-ups like Grub and Blue Apron whose business models could result in a diminished viability of brick and mortar grocery stores around the city, which are traditionally large employers of local residents.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

The business is part of The San Francisco Wholesale Produce Market in the Bayview District, an essential and longstanding part of the industrial and PDR (Production, Distribution, Repair) sectors of District 10. A visit to Washington Vegetable would reveal numerous photos, paintings and trinkets which pay homage to their past. They are especially proud of a large mural that was commissioned to a local artist that depicts Washington Vegetable as it looked in the old

produce market. Additionally, the sign that hung above their stall at the old market now hangs on the side of their refrigerator.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation that demonstrates the business has been a wholesale produce business for 30+ years is included in this Legacy Business Registry application.



135 WASHINGTON VEGETABLE CO. 137

139 PANAMA



WASHINGTON VEGETABLE

KEEP CLEAR
FIRE SPRINKLER
RISER 7
Inside

KEEP CLEAR
FIRE SPRINKLER
RISER 8
Inside



WASHINGTON VEGETABLE

SAN FRANCISCO WHOLESALE PRODUCE MARKET

WASHINGTON VEGETABLE

SAN FRANCISCO WHOLESALE PRODUCE MARKET

WHAT AN UNION

WHAT A TOMATO

WHAT A POTATO

SUNONE

SUNONE

SUNONE

SUNONE

SUNONE

SUNONE

SUNONE

SUNONE

SUNONE

SUNONE

SUNONE

SUNONE

Sunone



WASHINGTON VEGETABLE CO.

Visitors Must Register in Main Office

Bravocad

GM

Carlos



WASHINGTON VEGETABLE CO.



Announcing **OUR NEW LOCATION**

As of April 30, 1956

Washington Vegetable Co.

135 - 137 WASHINGTON STREET

SAN FRANCISCO 11, CALIF.

Our phone remains . . . SUtter 1-0178

1959 MEMBER 1959

Wholesale Fruit & Produce

Dealers Association

OF SAN FRANCISCO

SHORT FORM MERCHANT LEASE

This Lease, made and entered into as of the 1st day of October, 1962, by and between CITY OF SAN FRANCISCO MARKET CORPORATION, a California corporation (herein called "Lessor"),
Washington Vegetable Co
 (herein called "Lessee") and WHOLESALE FRUIT AND PRODUCE DEALERS ASSOCIATION OF SAN FRANCISCO, a California corporation, (herein called the "Association"),

W I T N E S S E T H:

That Lessor, in consideration of the rents, hereinafter referred to, and the terms, covenants, conditions and agreements on the part of the Lessee and the Association does hereby rent and demise unto the Lessee, and the Lessee does take and hire hereby from the Lessor store units No(s) 9-10, consisting of 2 stalls located in the San Francisco Produce Terminal on a portion of the real property located in the City and County of San Francisco to the south of Islais Creek, State of California, more particularly described as follows:

All of Parcel 5, as per "Record of Survey Map of Marine Corps Supply Forwarding Annex (Islais Creek), San Francisco, California", recorded April 25, 1961 in Book "T" of Maps, at pages 6 and 7, in the office of the Recorder of the City and County of San Francisco, more particularly described by metes and bounds as follows:

Commencing at the point of intersection of the center line of Kirkwood Avenue with the center line of Rankin Street according to the above mentioned Map; running thence along last named line north 35° 31' 39" east 280.02 feet to the center line of Jerrold Avenue; thence along last named line south 54° 28' 21" east 142.771 feet to the generally westerly boundary of the Southern Pacific Company railroad right of way; thence along said boundary north 6° 17' 09" east 124.406 feet, north 35° 31' 39" east 31.458 feet and north 54° 28' 21" west 14.12 feet to a point; thence

63427 JAN 31 63

STATE OF CALIFORNIA.

city of San Francisco County of San Francisco

On this JAN 28 day of 1963 in the year one thousand nine hundred and

before me, RAYMOND ISOLA, a Notary Public in and for the city of

County of San Francisco, State of California,

duly commissioned and sworn, personally appeared John Pizza,

L. P. Pizza and Renato Pizza

known to me to be one of the partners of the partnership that executed the within instrument, and acknowledged to me that such partnership executed the same.

IN WITNESS WHEREOF I have hereunto set my hand and affixed my official seal, in the city of County of San Francisco, the day and year in this certificate first above written.

Raymond Isola

RAYMOND ISOLA

Notary Public in and for the city of County of San Francisco, State of California.

Cowdery's Form No. 29—(Acknowledgment—Partnership)
(C. C. Sec. 1190a)

My Commission Expires DEC 9 - 1965

in and for the City and County of
San Francisco, State of California

My Commission expires: DEC 9 - 1965

State of California

City and County of San Francisco

ss

On this 28th day of JANUARY, in the year of our
Lord one thousand nine hundred and sixty-three, before me,
RAYMOND ISOLA, a Notary Public in and for the City and
County of San Francisco, State of California, residing therein, duly
commissioned and sworn, personally appeared
and

known to me to be the President and
Secretary, respectively, of
the corporation described in and that executed the within instrument
and also known to me to be the persons who executed the within instru-
ment on behalf of the corporation therein named, and acknowledged to
me that such corporation executed the within instrument pursuant to its
by-laws or a resolution of its board of directors.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed
my official seal in said City and County of San Francisco the day and
year in this certificate first above written.

RAYMOND ISOLA

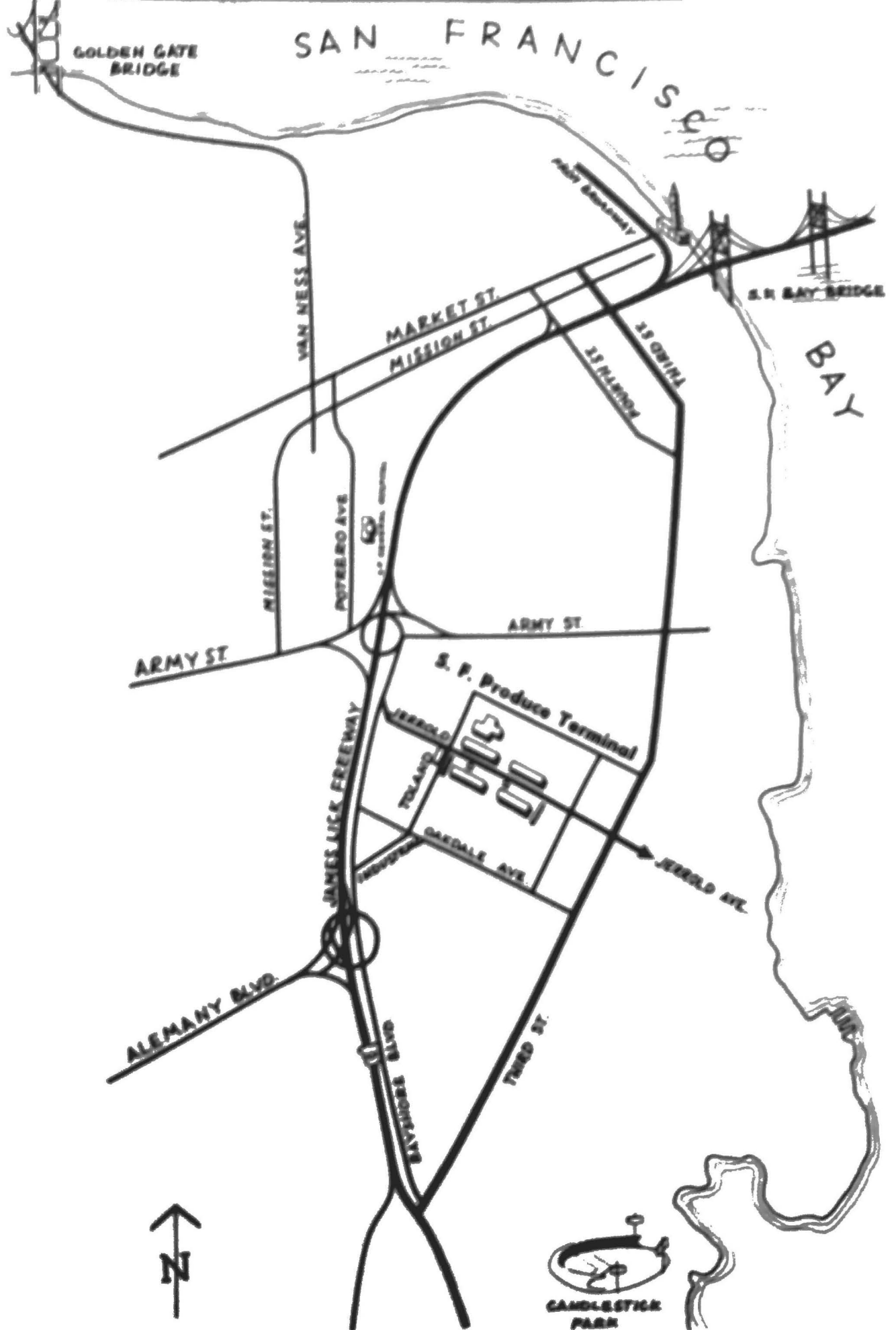
Notary Public
in and for the City and County of
San Francisco, State of California

My Commission expires: DEC 9 - 1965

ANNOUNCING our relocation in the new San Francisco Produce Terminal.

As of September 28th, 1963, our new address will be 2035 JERROLD AVENUE. Our new telephone number will be Mission 7-7624.

Washington Vegetable Co.



TENANTS - SAN FRANCISCO PRODUCE TERMINAL - Page 2

<u>FIRM</u>	<u>TELEPHONE</u>	<u>ADDRESS</u>
Maffei Produce Co.	VA 4-0927	2085 Jerrold Avenue
Market Express	AT 2-7921	1920 Jerrold Avenue
Market Grill		1950 Jerrold Avenue
Wm. F. McPhun	VA 4-4134	1910 Jerrold Avenue
Moreggia & Son	MI 8-9300	1945 Jerrold Avenue
Mushroom Distributors	VA 4-8822	2030 Jerrold Avenue
Nulaid Farms		1955 Jerrold Avenue
Pure Gold, Inc.	MI 7-8776	2095 Jerrold Avenue
Rem Brokerage Co.	VA 4-1474	2095 Jerrold Avenue
Sanfilippo Produce Co.	MI 7-8402	1970 Jerrold Avenue
San Mateo Produce Co. (Bill's Produce)	VA 4-3771	1940 Jerrold Avenue
K. H. Simonian & Co.	VA 6-6923	2095 Jerrold Avenue
Splendid Wholesale Produce	VA 4-0876	196A Jerrold Avenue
Stanley Produce Co.	AT 2-7410	1975 Jerrold Avenue
Star Fruit & Produce Co.	VA 4-0651	2040 Jerrold Avenue
Sunrise Produce Co., Inc.	VA 6-1338	1990 Jerrold Avenue
Sureway Produce	MI 7-5100	1969 Jerrold Avenue
Tocchini & Dianda	MI 8-7280	2025 Jerrold Avenue
United Melon Distrs.	VA 4-3454	2055 Jerrold Avenue
Washington Vegetable Co.	MI 7-7624	2035 Jerrold Avenue
Wholesale Fruit & Produce Dealers Association	VA 6-7133	2095 Jerrold Avenue

Linala Drage
COLUMBIA

VA 4-4550
MI 7-0653

BLDG. K

S E L B Y S T R E E T

J E R R O L D
A V E N U E

	Ramp	
		19
		18
		17
		16
		15
		14
Jacobs Malcolm & Burt		13
		12
		11
		10
Washington Vegetable Co.		9
Tilt Restaurant		8
What A Tomato Inc.		7
R.C. Produce		6
		5
Coosemans - SF, Inc. & Shamrock Produce		4
Ghiselli Bros.		3
		2
Maffei Produce		1
	Ramp	

K I R K W O O D

M I L T O N R O S S

No Vans Parking,
front or rear of this building

SAN FRANCISCO PRODUCE ASSOCIATION

ANNUAL MEETING OF DIRECTORS

FEBRUARY 17, 1988

The annual meeting of the Board of Directors of the San Francisco Produce Association (the "Association") was held on Wednesday, February 17, 1988. The meeting was called to order by John Pizza, the President of the Association, at 11:10 a.m. in the office of the Association.

In attendance were Messrs. Kelly, Lippi, Pizza, Sagara and Scola, representing a quorum. George Constant, the Secretary of the Association, was present by the invitation of the Directors. David Lipkin of Pettit & Martin, counsel to the Association, was also present at the invitation of the Directors.

Mr. Pizza asked Mr. Constant to read the minutes of the previous meeting of the Board of Directors. Upon motion duly made, seconded, and unanimously carried, the reading of the minutes of the previous meeting was waived and the minutes were approved as written.

Mr. Scola then nominated and the Board of Directors unanimously elected, the following persons to serve as the officers of the corporation for the coming year:

John Pizza	President
Otto Schalk	Vice President
Leonard Lippi	Chief Financial Officer
George Constant	Secretary and General Manager

Mr. Pizza then asked there were any more business to come before the meeting. There being none, upon motion duly made, seconded and unanimously carried, the meeting was adjourned at 11:30 a.m.

George V. Constant, Secretary



Washington Vegetable Company

WHOLESALE PRODUCE

Mr. Richard Rosenberg, Chairman and CEO
Bank of America
P.O. Box 370000 Department 3117
San Francisco, CA 94104

Dear Mr. Rosenberg:

As the owner of Washington Vegetable and as President of the San Francisco Wholesale Produce Terminal Association, I am writing to urge you to keep the Produce Branch open.

When my father founded Washington Vegetable in 1931, he opened our account at Bank of America. When my brothers and I took over the business from him, we continued the relationship.

When the Wholesale Produce Terminal was established in 1962, Washington Vegetable was given account number 0004. All of my personal *and* business accounts have been with B of A.

So it came as something of a shock when the Bank recently announced its decision to close the Produce Branch. There was no notice. No discussion of alternatives. No respect for the loyalty we have demonstrated over three generations in business.

As a business owner, I am forced to ask: *if you have no respect for the loyalty we have shown, why should we continue to bring our business to you?*

As President of the Produce Terminal Association, I can only tell you that our member businesses have been B of A boosters since day one. We have always viewed the future of the Produce Terminal and the future of B of A as one and the same. Your decision to pull out hurts us badly. Now more than ever, we need to show our strength against our major competitors in South San Francisco and Oakland. If we can't show strength with B of A, I will move all of my business and personal accounts to another bank.

Sincerely,


John Pizza



Bank of America

Richard M. Rosenberg
Chairman and
Chief Executive Officer

April 3, 1995

Mr. John Pizza
Washington Vegetable Company
San Francisco Produce Terminal
2035 Jerrold Avenue
San Francisco, CA 94124

Dear Mr. Pizza:

Thank you for your recent letter regarding the San Francisco Produce Branch which we have been reviewing for possible closure.

We are very sensitive to your concerns regarding the San Francisco Produce Branch and how its closure could affect your customers and other members of the San Francisco Wholesale Produce Terminal Association. The long-standing business relations we share with the Washington Vegetable Company and the Association are very important to us.

In response to our customers' concerns, we have decided not to close the San Francisco Produce Branch. We look forward to continuing to serve your banking needs there.

Thank you for your loyalty to Bank of America and that of your members. It is very important to us.

Sincerely,

cc: **Mayor Frank Jordan**
Board of Supervisors

<https://www.thepacker.com/article/organic-produce-booming-northern-california>

The Packer

Organic produce booming in Northern California

Tom Burfield

November 19, 2019



Organic fruits and vegetables can be big business in the Northern California market.

"Organic has been huge for us," said Mike Pizza, who handles sales and administration for [Washington Vegetable Co.](#) on the San Francisco Wholesale Produce Market.

"We've been doing better than last year, and most of that growth has come from organics," he said.

The company, which was established in 1931 and bills itself as “the oldest wholesale produce business located in the city and county of San Francisco,” offers an extensive variety of organic fruits and vegetables, including avocados, asparagus, carrots, celery, chard and kale as well as a selection of [Earthbound Farm](#) organic salads in bags and clamshell containers.

Some customers have ramped up their organic purchases from none at all or just a small amount to up to 70% of their produce offerings, Pizza said.

He takes time out on Wednesdays to visit various stores to try to pick up new business.

“The conversations I’ve had are almost solely focused on organics,” he said.

“We’ve developed great relationships with farmers, and we buy from bigger organic people like [Lakeside Organic Gardens](#) and Earthbound Farm as well as smaller farmers who are just getting off the ground,” he said.

There are “not a ton of options” for buyers in the market looking for organic produce, he said.

Some offer good but pricey organic products, while others offer items that are less costly but may not offer the highest quality, he said.

“We’re trying to hit the middle ground of affordable but good quality.”

He works to achieve that goal by building good relationships with local farmers, he said.

[CDS Distributing Inc.](#) in South San Francisco carries organic and conventional versions of just about everything in its product line, said Jan Garrett, vice president of marketing.

Some chains no longer offer conventional options for many commodities, he said, which is a shift from stores that offer both. But he’s not sure that’s always the best business plan.

“Even though prices have come down, some consumers still perceive that organic is more expensive, so for those value shoppers, it might not make sense for a retailer to just carry one,” he said.

Carcione’s Fresh Produce Co. Inc. at the Golden Gate Produce Terminal in South San Francisco is doing more and more organic business, said president Pete Carcione.

Buyers are looking for more organic items and farmers are growing more organic produce, he said.

“People want organic produce because it’s grown without pesticides, and it tastes better,” he said.

Farmers who grow organic products that are sold locally often eliminate the hydrocooling or vacuum cooling process, which lowers the temperature and stops the ripening process, he said.

Products like peaches and strawberries that continue to ripen will give off a pleasant aroma in the supermarket, he said.

Washington Vegetable Co. has been expanding its organic business a lot over the past four years and plans to increase it even more, Pizza said.

He estimates that 15% to 20% of the company's products are organically grown. Just two years ago, that figure was about 5%.

Many customers, like Berkeley Bowl and Gus's Community markets, are all or mostly organic, he said.

The Packer

2019 Fresh Trends Data

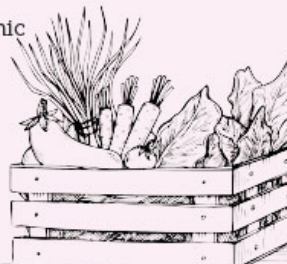
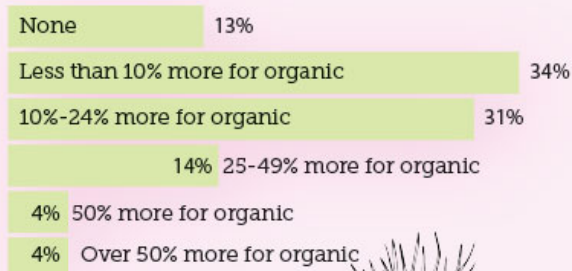
Top items purchased as organic only



Top items periodically purchased as organic



How much more shoppers are willing to pay for organics above the cost of conventionally grown produce



At CDS, Garrett said demand for organic produce has been on the rise.

Three years ago, when she started at the company, there were not nearly as many organic items available as there are today, she said.

Now, in the apple category alone, just about every variety is available organically.

CDS Distributing is the exclusive distributor for Harmony brand organic heirloom apples, pears, cherries and stone fruit.

[The Packer's Global Organic Produce Exposition & Conference \(GOPEX\)](#) provides a forum to meet the rapidly changing needs of professionals who grow, distribute, pack and market organic produce. This international trade show and conference provides the ideal opportunity for organic produce professionals from around the world to network, exchange ideas, source new products and services, and do business with the industry's leading growers, distributors, packers, marketers and retailers.