

## Fresh Produce Workers in Arizona, afc2015/028

**Crossroads of Confianza: the fresh produce industry in Nogales, Arizona, Archie Green Fellows Project, 2015-2016**

**Jerry Wagner interview, 2015-09-14 : interview conducted by Nic Hartmann**

**Interview ID: afc2015028\_03025**

**Date: September 14, 2015**

**Duration: 00:57:58**

[0:00] Introduction  
[0:43] Jerry's background in the produce industry  
[4:38] Working at Farmer's Best  
[6:25] Cucumber-planting area in Sinaloa  
[7:54] Expanding commodity lines  
[8:54] Working with family and learning the trade  
[11:52] Bird-dogging  
[12:44] Lack of formal education and the role of industry elders  
[14:16] The sense of cooperation and networking  
[15:37] The social community of Nogales produce workers  
[17:21] The rise of McAllen and the continued presence of Nogales  
[24:51] "The biggest challenge is mindset"  
[28:14] The challenges of weather  
[33:51] Canadian consumption of fresh produce versus American consumption  
[36:15] Food safety and the stigma of Mexican produce  
[41:55] People's interest in their food, and trends  
[42:50] Changes in the industry  
[45:38] Contracts  
[51:32] Perishable Agricultural Commodities Act (PACA)  
[55:55] Final thoughts on the industry  
[57:58] End of interview