



Wish Farms

Harris Wishnatzki was a Russian immigrant who came to New York City about 1900. Harris was selling fruits and vegetables from a pushcart when he met fellow pushcart peddler Daniel Nathel. They both built up their businesses.

In 1922, Harris Wishnatzki and Daniel Nathel both had large fleets of pushcarts selling produce on the streets of New York City when they joined forces to set up a wholesale business. Wishnatzki & Nathel was born. In the late 1920's, the firm had a buyer in Florida that sold strawberries to them. Harris Wishnatzki spent several winters in Florida while getting involved with the produce buying. In those days, growers brought their produce daily to farmer's market auctions to be traded. Harris became a regular buyer at the Plant City auction and fell in love with the Central Florida area. He moved his family south in 1929 to set up a produce shipping operation in Plant City. Meanwhile, Daniel stayed in New York to run the wholesale market side of the business.

The FreshQC quality control and traceability solution was pioneered by Wishnatzki in 2008. The patent pending system allows for a consumer unit to be traced back to the picker that picked it. It has been proven to increase quality through accountability.



January 19th 2010 was a landmark day for the company. It marked the launch of its new consumer brand, Wish Farms, featuring Misty the Garden Pixie. The purpose is to provide consumers with a memorable icon.

In the 2010 season, 30 million pounds of strawberries were sold fresh or processed by the company from 1,200 acres of strawberries. Wishnatzki Farms has grown from the humble beginnings of an immigrant pushcart peddler to Florida's largest strawberry shipper. This is a true American story.

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