Ruiz Foods closes its Tulare plant — Tulare County, 2024

Ruiz Foods, the frozen Mexican-food maker founded in a small Tulare warehouse on "Grandma Rosie's recipes," closed its K Street manufacturing plant in summer 2024, eliminating as many as 215 jobs after 20 years — not a retreat from the region, but a consolidation down to the company's other nearby plant in Dinuba.

215

Jobs eliminated when the plant closed, summer 2024.

20

Years the K Street plant operated, built in 2004 as additional capacity alongside the company's Dinuba plant.

What happened

Ruiz Foods closed its K Street manufacturing facility in Tulare as an active production site in summer 2024, ending employment for as many as 215 people. The plant had opened in 2004, built specifically to supplement the company's existing plant in nearby Dinuba — originally intended, per the company's own statement, as "a short-term additional capacity option." Twenty years later, Ruiz Foods framed the closure in similar terms: "After 20 years of service, we have determined that the facility is too small and requires substantial capital investment to meet our manufacturing needs or remain a viable part of the Ruiz Foods network." The company's founding story predates this plant by decades — Ruiz Foods began in a small Tulare warehouse with two employees, a few appliances, and "Grandma Rosie's recipes" for enchiladas, burritos, and tamales.

Impact — what we know, and what we don't

- **Jobs:** as many as 215, per the Visalia Times-Delta/Tulare Advance-Register's own front-page coverage.

- **Whether any of the 215 workers transferred to the Dinuba plant:** not addressed in the source checked.
- **Exact K Street address:** not captured in this project's reading of the article.

Part of a larger pattern

Unlike most closures in this project's record, this one is explicitly not an exit from the region — it's Ruiz Foods consolidating from two Tulare-area sites down to one, citing the K Street plant's small scale and capital needs rather than a broader retreat from California or the industry. It belongs alongside **Cargill's partial Fresno layoffs** and the Land O'Lakes-to-Saputo-to-Marquez Brothers thread documented in **Kraft's Louis Rich plant** case study as the honest counter-case to this project's closure narrative: real job loss, without a full corporate exit. It's also the first concrete modern-era closure this project has documented for the city of Tulare specifically, landing the same year as **Prima Wawona's much larger liquidation** in Cutler and Reedley — two very different scales of the same regional pressure, in the same county, the same year.

Sources

- Visalia Times-Delta/Tulare Advance-Register, front page, Tue 11 June 2024, "Ruiz Foods closing Tulare plant: 215 jobs lost" (byline John Lindt). Access: paywalled — read in the print edition; the publisher's online copy sits behind a subscription.

Full citation detail and source archive: **Data**. Back to **all case studies**.