



California Giant Expands Raspberry Program

(June 18, 2018 – Watsonville, CA) California Giant Berry Farms has just completed planting a new crop of raspberries that will begin producing fruit as early as this fall. The Adelita variety raspberry was planted in multiple growing districts throughout central Mexico.

For many years the company has been expanding their acreage of strawberries, blueberries and blackberries both domestically and internationally to build year-round availability to meet the increased demand. This new expansion in the availability of fresh raspberries complements the other three berries readily available on a year-round basis to round out a long-term commitment providing their trading partners and ultimately the consumer with all four types of year-round delicious fresh berries.

“We are so excited to be planting this new crop in Mexico providing our California Giant customers with promotable raspberry volume that consumers will enjoy beginning this fall and continuing through the winter months coming from our regions here in central Mexico” says Rodrigo Aceves, Director of Operations, California Giant Berry Farms de Mexico. This new crop season is expected to begin harvest by mid-September with volume increasing by October and produce a steady supply into June 2019. “Our growers here are excited and looking forward to the new endeavor”, adds Aceves.

California Giant Berry Farms has been farming raspberries in California for many years but has always relied on a spring and summer seasonal program. This new farming venture will provide customers with a cohesive program beginning in a few short months that will continue to increase each year with demand. For more information about the raspberry program at California Giant, visit the sales team at booth #1236 at the United FreshMKT Expo in Chicago, June 25-27, 2018.

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