



California Giant Off to a Good Start for 2017 Berries Despite Weather Disruptions

Watsonville, CA (January 9, 2017) – With increased acreage and somewhat favorable weather conditions for berries this winter, the sales team is excited about the 2017 berry season at [California Giant Berry Farms](http://www.calgiant.com).

Field personnel attending the annual California Giant sales meeting in December shared positive news about berry acreage statistics citing consistent increases for all berry types in 2017 as well as new varieties on tap. For the first time in several years, the company has increased acreage in Oxnard due to positive test plot results and now sufficient availability of two new short day varieties. For many years they have been making due with day neutral varieties better suited for northern districts, but this year the company is excited about the Petaluma and Fronteras varieties bringing new life to their Oxnard program.

California Giant has similar increases in acreage in other growing regions within the state and in Mexico on strawberries as well as increases overall in blueberry volume for the year, year-round blackberries and an emerging raspberry program for the fall of 2017.

In addition to acreage, the company is also very optimistic about the more normal winter weather pattern in California this year providing rainfall, good chill and excellent plant health for the spring and summer harvest season on strawberries. This marks the second year in a row that rain has returned to the state and snow pack is almost at a normal range.

The rainfall in California does provide challenges on forecasting volume during the first quarter especially as trading partners gear up for Valentine's Day and build demand for stem berries. The sales team California Giant is already responding to requests and is optimistic about availability since they are sourcing product from California, Florida and Mexico.

January will continue to see weather events in each growing region but California Giant trading Partners can expect to receive regular updates from the California Giant team through their bi-weekly e-news called '[The Buzz](#)'. It is easy to subscribe through the website or by contacting sales team members at California Giant. This year-round electronic newsletter contains up to the minute crop information, field photos, weather updates and marketing programs in place to help build sales and consumer loyalty.

About California Giant Berry Farms

California Giant Berry Farms (www.calgiant.com) grows and ships over 20 million trays of berries annually (200 million pounds). A privately held company based in Watsonville, California, the company produces strawberries, blueberries, blackberries and raspberries and encompasses all aspects of growing, handling and shipping of fresh berries. The management and employees know the future depends on the actions of today and places concerns for the environment, food safety, excellent quality and service at the core of their business.

