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**Duda Farm Fresh Foods Celebrates National Celery Month**

**Oviedo, Fla.** **(February 28, 2019)** – Back for its second year, leading fresh celery grower [Duda Farm Fresh Foods](https://www.dudafresh.com/) is inviting everyone to ‘celery-brate’ National Celery Month for the entire month of March with a promotion to inspire healthy recipes and snacking tips from [Dandy®](https://www.dudafresh.com/).

To capitalize on current consumer trends, and further encourage the consumption of celery, the company continues to utilize a comprehensive marketing strategy for this promotion that includes influencer support, coupons, recipe inspiration, and a social campaign. The sweepstakes will share with shoppers exciting ways they can snack, juice, cook, and garnish with celery while the social campaign will inspire consumers to share their favorite way to use celery.

“We want to change the perception of celery as mostly a dipping snack,” said Dan Duda, president of Duda Farm Fresh Foods. “Celery - especially celery juice as we’ve seen recently celebrated in the media - has more to offer consumers than what’s assumed; hydration, natural sweetness, vitamins and antioxidants are just the beginning.

Duda has also put forth efforts to boost consumers' celery consumption with a [Mardi Gras Sweepstakes](http://info.dudafresh.com/the-cajun-trinity) that gives fans a chance to win one of seven pressure cookers through March 5th. By encouraging consumers to take part in these promotions, Duda hope to keep celery top of mind for consumers year-round.

“We’re passionate about inspiring people to enjoy fresh, tasty food,” said Sammy Duda, senior vice president of national operations at Duda Farm Fresh Foods. “We’re looking forward to continuing our National Celery Month celebration with people this March and throughout the year!”

For nutritional facts and additional information, please visit <http://www.dudafresh.com/> or follow Dandy Fresh Produce social media platforms for daily inspiration at [Facebook](https://www.facebook.com/dandyfreshproduce), [Twitter](https://twitter.com/dandy_fresh), and [Instagram.](https://www.instagram.com/dandyfreshproduce/)

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**About Duda Farm Fresh Foods**

Duda Farm Fresh Foods, the parent company for Dandy® Celery, is a leading grower of a wide range of fresh vegetables and citrus with primary locations in Florida, California, Arizona, Georgia and Michigan. The company is a wholly owned subsidiary of A. Duda & Sons, Inc., a family-owned, diversified land company headquartered in Oviedo, Fla. For more information, please visit www.dudafresh.com.