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**DUDA FARM FRESH FOODS ANNOUNCES OXNARD FACILITY EXPANSION**

**OVIEDO, Fla.** **(October 14, 2019)** – [Duda Farm Fresh Foods](http://www.dudafresh.com/), a leading grower of fresh vegetables and citrus, is proud to announce the expansion of its Oxnard cooling and fresh-cut facility to better meet the increased demand for celery from foodservice, retailers and consumers. Celery stick demand has increased 18 percent in the past year\*.

Scheduled for completion this fall, the expansion was born out of Duda Farm Fresh Foods’ commitment to innovation and new product development to carry on the legacy as a celery category leader. This initiative provides the brand with a footprint for continued growth over the years and enhanced customer service with higher volume efficiencies.

“With the strong growth in the celery snacking segment, we saw an opportunity to get ahead of demand and amplify our capabilities,” said Dan Duda, president of Duda Farm Fresh Foods. “The expansion of the Oxnard facility allows us to not only continue preparing for tomorrow, but also to grow the Duda family legacy and ultimately the next generation of celery growers.”

The facility site is just under 5.5 acres and is a 35 percent increase in square footage. This $5 million expansion will allow Duda Farm Fresh Foods to double its current output of fresh-cut product and increase jobs by 17 percent. Once the facility is complete, Duda Farm Fresh Foods will be able to provide retailers and consumers a greater supply of celery during peak consumption times.

In addition to discussing the facility expansion at the upcoming PMA Fresh Summit Show, Duda Farm Fresh Foods’ Culinary Ambassador, Chef Todd Fisher, will be preparing an eclectic mix of dishes throughout the show. Dishes for this show were chosen as an homage to the cultures and flavors that make up Southern California. Chef Todd will showcase the versatility of Dandy® Celery, Radishes and Corn with Korean short rib tacos, vegan grapefruit cupcakes and chicken and sweet corn waffles.

*\* (Source: IRI, 52 weeks ending September 8, 2019)*

“We’re excited to showcase Anaheim’s food scene by serving dishes that represent the unique background and culture fusion of the city,” said Nichole Towell, senior director of marketing for Duda Farm Fresh Foods.

Also in attendance at Booth #1537 at Fresh Summit this year will be Dan Duda, Sammy Duda and Mark Bassetti, who will be available to answer questions and discuss the facility expansion further. On display will be Duda Farm Fresh Foods’ fresh-cut organics line that has been in test markets for the past year.

For community engagement updates and fresh produce inspiration, visit [www.dudafresh.com](http://www.dudafresh.com) and follow the brand on [Instagram](https://www.instagram.com/dandyfreshproduce/), [Facebook](https://www.facebook.com/dandyfreshproduce) and [Twitter](https://twitter.com/dandy_fresh)!

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**ABOUT DUDA FARM FRESH FOODS**

Duda Farm Fresh Foods is a leading grower, shipper, processor and marketer of a wide range of fresh vegetables and citrus with primary locations in Florida, California, Arizona, Georgia and Michigan. With a commitment to innovation and sustainability, Duda Farm Fresh Foods believes in growing a healthy future for generations to come. The company is a wholly owned subsidiary of A. Duda & Sons, Inc., a family-owned, diversified land company headquartered in Oviedo, Fla. [www.dudafresh.com](http://www.dudafresh.com/).