



**FOR IMMEDIATE RELEASE**

Contact: Sarah Bockholt  
214-206-3047  
[sbockholt@dma-solutions.com](mailto:sbockholt@dma-solutions.com)

### **DUDA FARM FRESH FOODS CONTINUES TO INVEST IN RESEARCH AND INNOVATION**

**Oviedo, Fla.** (Mar. 12, 2018) – Building upon a foundation of innovation, unmatched celery leader [Duda Farm Fresh Foods](#) invests in research to add six more patents to its celery varieties. As one of the world's largest growers and shippers, supplying 33 percent of the celery consumed in the U.S., Duda welcomes three new breeders for a total of five to support the success of these new varieties.

The impressive celery program consists of 183 years of research and 33 patents that contribute to enhancing flavor and quality of celery grown in the Duda fields. As the only company to invest in this type of research, Duda seeks to expand its celery program, residing from the west coast to the east coast.

"We are completely devoted to providing products based on consumer preferences, so we see this advancement in research necessary to deliver on this promise," said Dan Duda, president of Duda Farm Fresh Foods. "Adding to our research program is something we are looking forward to and cannot wait to see what 2018 has in store."

The addition of these new patents will allow the brand to develop new celery varieties and flavor profiles that are sweeter, crisper and have less strings. Nonetheless, the company will continue to support shoppers who are looking for convenient, fresh produce items with pre-washed, pre-cut snack packs.

"Duda is truly leading the effort in maintaining the high-quality products and customer service in the fresh produce industry with this investment," said Larry Pierce, senior director research and development plant breeding at Duda Farm Fresh Foods. "It's exciting to see how much this program has grown over the past few years and to know that our brand is committed to doing what is necessary to move the dial on innovation."

Focusing on the "why" behind the buy, the brand's legacy of innovation is recognized as the Celery Category Captain by *Progressive Grocer*.

To find out more about Duda Farm Fresh Foods, please visit <http://www.dudafresh.com/> or follow the brand on [Facebook](#), [Twitter](#), and [Instagram](#).

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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. 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)