

## **FOR IMMEDIATE RELEASE**

### **Anticipation Builds for the First Kiwi Berry Season with Homegrown Organic Farms**

Porterville, CA, (September 5, 2023) — The upcoming Kiwi Berry season, introduced as part of the merger between Homegrown Organic Farms and HBF International, is generating excitement as it prepares for harvest. This limited-time offering promises a burst of flavor and nutritional benefits that consumers won't want to miss.

Scott Mabs, CEO of Homegrown Organic Farms, stated, "Kiwi berries are one of the most exciting new fruits to come into the produce market in years. We are excited to share this unique berry that merges innovation, taste, and nutrition with our valued partners."

One of the key attributes of kiwi berries is their hassle-free nature, we call it "no fuzz, no fuss". About the size of a plump grape with edible skin, kiwi berries pack a punch of flavor that's hard to resist. Patience is a virtue with this fruit as finding the perfect ripeness is key, the softer the berry the sweeter the taste!

Stephen Paul, Category Director adds, "The arrival of kiwi berry season is an event that stirs unparalleled excitement among fruit enthusiasts. Its distinctive taste and remarkable versatility make it a must-try for all." The short but sweet season of these delightful kiwi berries is set to captivate curious taste buds and nourish health-conscious consumers.

Beyond their irresistible taste, kiwi berries offer a plethora of health benefits. Packed with nutrients, they are rich in vitamin C, low in fat, cholesterol, and sodium. High in fiber, potassium, vitamin E, and magnesium, these berries are a natural and delicious way to boost your daily intake of essential nutrients. With just a handful of kiwi berries, you can enjoy a healthy dose of vitamins and minerals.

Doug Perkins, Business Development Manager for Berries, shares, "The collaboration from our merger has allowed us to bring this exceptional fruit to a wider audience. We are ready to support continued growth in the category with varietal innovations and development as popularity and demand increase."

The berries are freshly packed into 4.4oz, 6oz, and 16oz clamshells pack-style options that can be loaded from their Sheridan, OR, or Kingsburg, CA facilities. Early reservations can be made now, with the first shipments anticipated to go out the week of September 18<sup>th</sup>. For more information, please contact the Homegrown team by email at [info@hgofarms.com](mailto:info@hgofarms.com) or by phone at (559) 306-1770.

**ABOUT HOMEGROWN ORGANIC FARMS** — Located in California's San Joaquin Valley, Homegrown Organic Farms is an organic fresh produce marketing company that represents more than 100 growers and over 7,000 acres of organic produce. The company was started in 1998 by John and Cindy France and transitioned to employee-owned in 2021. Visit [hgofarms.com](https://hgofarms.com) to learn more.

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