FOR IMMEDIATE RELEASE

Homegrown Organic Farms Kicks Off "Little Pranksters" Kiwi Berry Season

Porterville, CA, (September 15, 2025) — They may be small in size, but Little Pranksters™ kiwi berries are making a big splash this fall. Homegrown Organic Farms is officially kicking off the 2025 season with expanded supply and new top-seal packaging that keeps fruit fresh, eye-catching, and ready for snacking.

“Little Pranksters™ were a hit last year, and we’re thrilled to bring them back with more supply and a packaging upgrade,” said Stephen Paul, Deciduous Category Director for Homegrown Organic Farms. “The new top-seal format improves merchandising, reduces plastic, and keeps fruit protected without hiding its vibrant appeal.”

Little Pranksters kiwi berries are fuzz-free and bite-sized, making them the ultimate grab-and-go snack. They pack the sweet-tart punch of a kiwi in a snackable size that doesn’t require peeling. But true to their playful name, they come with one important trick: they’re sweeter when ripe. Firm fruit can fool you with a tart taste, but once they soften, they deliver the burst of sweetness that makes them irresistible.

They’re loaded with vitamin C, rich in fiber, and full of essential nutrients like potassium, magnesium, and vitamin E. With higher antioxidant levels than traditional kiwifruit, they’re as good for your body as they are for your taste buds.

Little Pranksters are offered in both organic and conventional programs, anchored by two standout varietals. The proprietary Tahi, exclusive to Homegrown Organic Farms, is available only in conventional programs and valued for its larger berries, smooth green skin, and naturally sweet flavor. The Ana varietal is available in both programs, giving retailers added flexibility while delivering the same playful taste consumers have come to love.

Little Pranksters™ are grown in Oregon’s Willamette Valley, where cool nights and warm days produce exceptional flavor. AgriCare, the sister company to Homegrown Organic Farms, oversees the growing and harvesting of the crop. “This season we’ve seen excellent fruit quality thanks to the region’s conditions and the dedication of our team. We’re proud to bring Little Pranksters to market at a scale that meets growing demand,” said Gunnar Avinelis, CEO of AgriCare.

The season runs from September through November, with fruit shipping from both Sheridan, Oregon, and Kingsburg, California. This year, consumers will find Little Pranksters in 6 oz consumer packs and 16 oz top seal options for bulk and club programs. The top-seal packaging not only enhances shelf appeal but also supports sustainability goals by reducing plastic use by 25%.

“From growers to packers to our creative team, everyone rallied to deliver a bigger, better season,” said Scott Mabs, CEO of Homegrown Organic Farms. “What excites us most is the opportunity to continue growing the Little Pranksters brand and introducing more consumers to this playful fruit.”

For ordering and program opportunities, contact the Homegrown Organic Farms sales team at info@hgofarms.com or (559) 306-1770.

ABOUT HOMEGROWN ORGANIC FARMS — Homegrown Organic Farms has been a trusted name in fresh produce for over 25 years. As an employee-owned company, we are committed to stewardship farming that nourishes people, preserves the land, and strengthens communities. Representing family farms across California and Oregon, we grow with care—cultivating fresh, flavorful fruits, including citrus, stone fruit, berries, and more. Learn more at hgofarms.com.

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