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## **Taylor Farms highlighting chopped salad kits at Fresh Summit**

October 16, 2019

Originally founded by former Fresh Express founder and CEO Bruce Taylor 24 years ago, with the dream of becoming America's Favorite Salad Maker, Taylor Farms currently ranks as the world's largest processor of fresh-cut vegetables, fulfilling that goal.

As it sets up show behind Booth No. 1891 at this year's Produce Marketing Association's Fresh Summit, Taylor Farms is excited to continue conversations around its acquisition of Earthbound Farm and the benefits of bringing the brand back to local ownership.



“In addition, we’ll be showcasing our Taylor Farms, Earthbound Farm and Green Giant Fresh brands, while highlighting our new Taylor Farms Chopped Salad Kit varieties (Roasted Garlic, Salsa Ranch, Tangerine Crunch and Steakhouse Wedge) and our Earthbound Farm Rose blend,” said Bryan Jaynes, vice president of product management for the Salinas, CA-based company.

“We’re looking forward to showcasing our full line of products, ranging from organics to cut vegetables, party trays, bowls, snacks and more.”

Those that stop by the booth can expect to learn more about all of its delicious new products that highlight the company’s continued focus on innovation.

“PMA has always been an important show for Taylor Farms, but this year will be our first with Earthbound Farm onboard,” Jaynes said. “As always, we’re looking forward to connecting with new and existing customers and learning from other industry leaders.”

Around the company, Taylor Farms continues to drive its business and delight customers and consumers across many product segments.

“In particular, we are growing our Chopped Salad Kit business by providing new flavor options, some including a protein, in direct response to consumer appetite,” Jaynes said.

“We are also excited to extend the Earthbound Farm Organic brand into new product segments, including Organic Veg Trays, Organic Snacks and Organic Cut Vegetables.”

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In addition to its new Taylor Farms Chopped Salad Kit varieties and new organic products under the Earthbound brand, Edwards noted the company is continually working on product innovation and is releasing some exciting seasonal products throughout the fall season. The first was a Spiced Apple Chopped Kit, and it will be releasing another vegetable kit in October.

“PMA has always been a great show to connect with our customers and learn from the industry as a whole,” said Adri Crawford, marketing manager with Taylor Farms.

“We always focus on new product innovations and showing customers our fresh-to-shelf strategy with offerings in every category.”

Overall, it’s been a great year for those at Taylor Farms.

“We’re seeing consumers continue to turn to fresh produce for healthy and delicious food and our retail customers continue to grow their produce segments through freshness, quality and convenience,” Crawford said.

“Every year seems to be better than the next. A few highlights of this past year include the strong growth of our salad business including our Chopped Salad Kits and single serve bowl platforms and the acquisition of Earthbound Farm.”

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