Progressive Produce anticipates late spring and summer asparagus supply

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As consumers continue to look for fresh and healthy fruits and vegetables to serve their families during these difficult times, Progressive Produce will begin shipping its strongest supply of the year of nutritious and versatile asparagus to shoppers across the United States and Canada.

"As retailers discover what the new norm will be and look for categories to promote, customers' confidence can remain high when purchasing fresh green, organic, white and purple asparagus from Progressive Produce," said Cory Stahl, vice president of sales for Progressive Produce.

The Easter holiday presents an excellent opportunity to drive sales on fresh asparagus as the start of spring in much of the country. While these promotional opportunities are now locked and loaded, the company is looking forward to having promotable quantities of fresh asparagus over the next few months. Washington state, Obregon and Constitucion in Mexico, and Peru will begin harvesting high-quality asparagus. Progressive Produce will start the harvest of asparagus in Washington in mid-April and will ship through June as well as begin shipments from Peru at the end of April. Organic supplies will be available both from Mexico, as well as Washington. Availability will run well into June.

The versatility of asparagus is one of the terrific benefits of this vegetable. Progressive Produce will have purple asparagus from both Mexico and Washington and source white asparagus from Peru. Product will be packed in 11-pound boxes, but it also has the capability to pack in 28-pounders. A dynamic bag program is also available with many sizes and styles.

"We have an unwavering commitment to deliver excellence during this critical time. We are proud to say that Progressive's mission has never before shined so brightly. In the meantime, keep yourself safe, your family safe, and we look forward to brighter days ahead for all," said Stahl.

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