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Organic blueberries to offer major boost in sales

June 8, 2020

Awe Sum Organics has partnered with high-quality small and mid-sized family farms in Oregon and Washington to bring blueberries that have a wonderful complex, sweet and tangy flavor. The company's organic blueberries are forecasted to be available for loading in Portland, OR, starting June 22.

Known for its fertile soil and optimal climate, the Pacific Northwest region of the United States is perfect for organic blueberry production. Organic blueberries are delicious and nutritious. They are known to be high in antioxidants and phytoflavinoids. They are also high in vitamin C, potassium and are one of the few fruits considered to be a superfood.

The company's early varieties begin in late June and its late varieties finish the season in early September. Its seasonal succession of varieties include Duke, Draper, Top Shelf, Cargo, Liberty and Aurora.

"Since the Corona virus pandemic organic produce sales have increased," said David Posner, president, CEO and founder of Awe Sum Organics.. "I think that's because people are more health conscious than ever. Organic blueberries in particular are experiencing a major boost in sales likely because blueberries are known to have so many health benefits. Additionally, packaged fruit is a

common choice for shoppers during the pandemic.”

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