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Village Farms has Good Things in Store

October 13, 2020

Village Farms is looking forward to PMA Fresh Summit and has a number of good things in store including new sustainable packaging options, a new variety named Sensational Sara™, a Serious Snacking project with Produce for Kids | Healthy Family project, as well as a number of other programs such as a fresh pick of certified Organic Sinfully Sweet Campari®, and an all new Texas Grown program.

Sustainable Packaging

Village Farms is Good for the Earth® and now has sustainable packaging solutions to suit your needs. Various size formats and materials are available for your favorite Village Farms exclusive

tomato varieties from recyclable, biodegradable and backyard compostable.

According to Helen L. Aquino, Director of Brand Marketing & Communications, Village Farms has been focused on sustainable packaging for a very long time but over the past 3 years has been intensely engaged in the research and development of material testing for operational excellence, pack-out efficiencies, shelf life, transportation, retail presentation, and consumer perception.

Visit Village Farms' marketplace page at PMA Fresh Summit to learn more about our sustainable packaging options and to find out how we can create a customized program to suit your needs.

Sensational Sara™

Introducing Sensational Sara™, she is a stunning deep red color with flavor that is a perfect balance of sugar and acid ratio. Smaller than a TOV but bigger than a cocktail with a super sturdy vibrant green vine. What makes Sara so Sensational? She is extremely versatile, wonderful for salads or a sandwich but equally great to cook with. Now that we are all cooking more at home Sensational Sara™ provides more utility from a tomato. Visit our website for fantastic recipes to keep you busy in the kitchen and be sure to ask us about how Sensational Sara™ can become a new addition to your category.

Serious Snacking

Village Farms has partnered up with Produce for Kids as part of their first Healthy Family Project video launch to bring you, 'Serious Snacking with Village Farms & Produce for Kids | Healthy Family Project'.

Organic Sinfully Sweet

Campari®

As Organics continue to gain momentum at retail, Village Farms is keeping pace with their fresh offering of Sinfully Sweet Campari®. Certified USDA Organic and available in a 12oz package. Please do speak to us about this new program available now.

Texas Grown

Come discover the many varieties and packaging formats we have available for you on a seasonal basis. Grown in our sustainably farmed indoor gardens in the great state of Texas featuring our exclusive varieties in unique eye-catching Texas Grown® graphics.

For more information about Village Farms and all the good things we have to offer visit Village Farms' virtual marketplace page at PMA Fresh Summit.

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