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Superior Fresh refreshes brand with environmentally friendly packaging

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Superior Fresh, one of the world's largest aquaponic farms and one of the largest organic salad producers outside of the West Coast, grows USDA certified organic produce and Atlantic salmon. The company recently announced a brand re-fresh and packaging update.

With its eye-catching, consumer friendly look, the packaging highlights its many benefits, including being USDA certified organic. Superior Fresh is excited to celebrate its contributions to the environment through the use of repurposed water bottles in its recycled clamshells, a bio-diverse ecosystem that saves millions of gallons of water, the cleanest, safest salmon produced, and the restoration of 800 acres to its natural habitat on its farm.

“It is time to bring attention to all that Superior Fresh is doing, and brightening our look and feel heralds these contributions,” said Todd Linsky, a recent addition to the Superior Fresh family. “Very few leafy greenhouses can say they are organically certified by the USDA. Our farming family includes some of the brightest organic minds in this field. We are tapping experts in food, farming and science to help us effectively work in conjunction with nature to develop solutions to the problems plaguing today’s farming community. Problems that include the overuse of diminishing natural resources — such as water and soil.

“This new, colorful, environmentally friendly packaging highlights our intent to thoughtfully protect the environment and to elevate the organic produce experience,” said Linsky. “At Superior Fresh we are committed to doing better for this planet every day. We take our responsibility as stewards and members of the organic farming community very seriously.”

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