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## **G&R Farms launches a new website**

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G&R Farms, a leader in providing year-round sweet onions, has launched a new [website](#). Designed to be more consumer-friendly and interactive, the site showcases the company's story and rich history as one of the original pioneers of the Vidalia onion brand.

This is one of several new initiatives that the company has launched in the past few months as part of its new strategic direction, which began with its new logo and brand image. "We're very pleased with the new website because it better reflects our values as a third-generation family farm," said Walt Dasher, vice president of G&R Farms. "This includes our dedication to sustainability and how we perfect the consistent, premium quality of our sweet onions, year-round. The site also features our new seasonal promotions especially our newly expanded Growing America's Farmers

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campaign.”

Consumers can download a [free recipe booklet](#) entitled “Taste the Memories” that features the family’s tried-and-true recipes throughout the years. Additional recipes can be found on the site along with tips on how to store and preserve sweet onions. “On the home page, we took advantage of our drone footage to give consumers a first-hand view of our fields in Georgia and Peru,” said Dasher.

A new blog features Research and Development manager, Cliff Riner on video giving monthly field tours showcasing the Vidalia onion growing process from seed to harvest in preparation of the upcoming Spring season. “Cliff is a natural when it comes to being a really good educator and his passion for growing sweet onions is evident in these videos,” said Dasher. “He served as the coordinator of the Vidalia Onion and Vegetable Research Center and prior to that, spent over a decade with the University of Georgia’s Cooperative Extension Service so he has lots of experience and is well-versed on the sweet onion production process.”

The new website, [GRFarmsOnions.com](#), will be updated regularly to provide the latest details on seasonal promotional campaigns, showcase the monthly field tours and feature new recipes and sweet onion tips for consumers.

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