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## **Longtime N.Y. farms form strategic alliance**

February 19, 2021

Kreher Family Farms and W.D. Henry & Sons Inc. have entered into a strategic alliance, combining Kreher's ability to provide value-added products and services with Henry's premium-quality fresh produce and floral products.

Today, more than ever, providing premium-quality, safe and healthy food choices for consumers is a priority for retailers, restaurants and other foodservice companies. The COVID-19 pandemic has demonstrated the importance of a food supply chain that is diverse and resilient. Working together, these two family farms can provide healthy food options to more people in more places.

"Our families have known each other and worked together for generations. My grandfather worked

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with Dan's great-grandfather to address agricultural issues in Erie County, NY, so that the communities in and around Buffalo could have an ample supply of safe and healthy food. I am very excited to work with Dan to continue the tradition of collaboration set by previous generations," said Michael Kreher, the partner in Kreher Family Farms responsible for crop operations and business development. "Our family farms share the values of caring for our land, our team, and our communities. Together we work every day to do the right thing and do things right. Together we can do more than we could separately. The previous generations saw that and we continue to believe it."

"I am very enthused about our alliance with Kreher Family Farms. Combining resources will allow us to provide our customers with the high levels of quality and service that they have come to expect from our farms, as well as offer new products in an ever changing marketplace," said Dan Henry, vice president of W.D. Henry & Sons Inc. "Our families have known each other for years, so aligning ourselves with people who share similar values and ideals makes sense for our business, our employees and our future."

There will not be any changes in the management of the W.D. Henry farm location and all contacts, current and future orders, and product inquiries will remain the same.

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