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**Blueberry import peak is early, strong this season**

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Naturipe, a global leader of fresh berries, said its import blueberries from Peru are peaking early this season and in impressive volumes. With the first arrival of import berries being ahead of schedule and a very strong crop, Naturipe is excited about the rest of the season.

Peru blueberries are peaking three weeks earlier than usual or expected this year. The early arrival hasn't compromised volume or quality with more than a 20 percent increase in volume from last year. This season's early fruit has the common larger size and firm quality expected in a Peruvian blueberry from Naturipe.

"We are grateful for an early and abundant crop this season in Peru," said Brian Bocock, vice president of product management at Naturipe. "The import berries we're seeing are as fresh, firm, and flavorful as always. With the strong numbers we are producing we are more than able to fulfill the high demand we expect."

Naturipe expects to see the high consumer demand for all fresh berries to continue as a result of the immense health benefits berries provide.

"Berries are full of antioxidants, including vitamin C and have anti-inflammatory compounds," said Lori Taylor of The Produce Moms. "They are a superfood for brain and gut health and can even improve your mood!"

Starting Oct. 10 Naturipe will have ample volumes of the berries to promote. Due to high demand, Naturipe is supplying larger packs than the traditional pints, including 18-ounce and two-pound clamshells.

Because of Naturipe's Globally Local program, it has family growers all over the U.S. and around the world that provide the best strawberries, blueberries, raspberries and blackberries wherever they are in season. This enables Naturipe to offer high-quality berries to consumers all year round.

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