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fresh  
farms**

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**Nature Fresh Farms launches new branding**

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[Nature Fresh Farms](#), one of the largest independent greenhouse produce growers in North America, has a new brand identity that embraces the recent growth and innovation of the company.

The Leamington, ON-based operation specializing in peppers, cucumbers, tomatoes and soon to be strawberries, is launching its new look and feel by way of introducing retailers to the depth of greenhouse-grown produce and the benefits of supplying customers with quality, great tasting produce all year round. The newly branded campaign symbolizes a new era for the company that is exciting retailers with its premier produce that is planted, grown and harvested with sustainability in mind.

“We are constantly striving for perfection when it comes to not only the produce that that we grow, but for the process that it takes to get to the finished product,” said John Ketler, vice president of Nature Fresh Farms. “This new look and feel encompasses the innovation and growth across every aspect of our farming operation to give customers a look at how far we’ve come and the steps it takes to provide such a premium product.”

Nature Fresh Farms’ new branding comes in the wake of a variety of changes that have expanded the company’s presence throughout North America. Increased distribution, the physical development of expanded facilities in Ohio, Mexico and Texas, retail partner growth, sustainability efforts and new product innovation all play a role in the success of Nature Fresh Farms as it is today.

“The rapid growth of Nature Fresh Farms over the past few years has helped us identify the need for a change that would reflect all of the best elements of our company. Our purpose, culture, people, products, innovation and of course, our story are what set us apart,” said Matt Quiring, director of sales for Nature Fresh Farms. “We now have a refreshed look and message that brings consistency, boldness and a memorable experience for all of our partners and consumers. This is a really exciting time as Nature Fresh Farms positions ourselves for our next phase of growth!”

Growing for a Kinder Future is the mantra of Nature Fresh Farms and sustainability is the backbone of the company’s efforts around providing quality and flavorful produce year-round while producing a minimal carbon footprint.

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