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**Naturipe launches greenhouse strawberries**

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November 22, 2021

[Naturipe](#) announced the debut of its new greenhouse strawberries from Mexico. Naturipe Berry Growers, an owner of Naturipe Farms, has partnered in a strawberry greenhouse project based in central Mexico.

The project is in its first full acreage production and is a partnership between Naturberry and Berry Hill (grower Ignacio Castillo and his son Ignacio Castillo Jr.). The new strawberry greenhouse project focuses on utilizing pioneering technologies to grow strawberries.



Greenhouses are an innovative way to grow strawberries using fewer resources, including land and water. However, costs are extremely high and it is not yet a viable option to replace traditional growing practices. The Berry Hill/Naturberry Strawberry Greenhouse Project serves as a learning opportunity to understand what technologies work best on a trial basis.

“Our growers are always looking at new production technologies,” said Jerry Moran, vice president of sales at Naturipe Farms. “They never stop working to improve product quality and sustainability, and this project will allow us to leverage new technologies to continue to work towards a greener future.”

The growing method utilizes cutting-edge technologies, including an advanced nutrition system, automated environmental control, integrated pest management system, and a closed-loop system that recycles water. The climate control is powered by solar energy and automatically adjusts to optimize the growing environment using an array of sensors and interior and exterior weather stations.

With its Cultivate with Care program, Naturipe is committed to minimizing its environmental impact. In

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2020, Naturipe joined the berry industry's collaborative movement to make packaging more recyclable with the use of wash-away labels. The company also included "How2Recycle" directions on its packaging to educate consumers on best recycling practices.

Naturipe has been previously recognized for its sustainability efforts as a "Giga-guru" through Project Gigaton program to reduce 1 billion metric tons, or a gigaton, of greenhouse gas emissions from the global supply chain by 2030. Companies recognized as a "Giga-guru" have demonstrated remarkable results as part of the initiative, with Naturipe removing 7,726.1 MT of plastic from its packaging since 2019.

"We've made great progress to lessen our impact on the environment, but there's still work to be done," said Moran. "This initiative is one of many, as we constantly work to discover innovations that will ensure the future financial and environmental sustainability for our farmers and our communities."

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