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California Giant Berry Farms forecasts strong strawberry

supplies

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[California Giant Berry Farms](#), a leader in fresh sustainable berries, shared a strawberry crop update, forecasting for giant volumes of organic and conventionally grown strawberries ahead.

The company reports its Santa Maria-based grower partners are on track to deliver strong volumes of California strawberries forecasted for early to mid-October.

“Plant development and production cycles were off to a great start, trending to be an above average production season before we ran into the recent heatwave,” said Kevin Dwyer, district manager at California Giant Berry Farms. “Despite the heat — and the recent rains changing our production curve — we’re still on track to deliver strong volumes of the high-quality fruit California Giant is known for.”

Strawberry production is currently in the Santa Maria, Watsonville and Salinas, CA, growing regions, with the Salinas and Watsonville regions slated to continue harvest through the end of October. Peak volumes of conventional and organic strawberries from Santa Maria — pending any unforeseen, extreme weather events.

Through the shared industry goal to drive significant increases in strawberry consumption, California Giant continues to deliver on its mission to deliver the best berry experience by providing a year-round supply of sustainably grown fresh berries that represent the highest standards for quality, consistency and smiles.

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