
Happiness
Harvested



CALIFORNIA
GIANT
BERRY FARMS

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California Giant Berry Farms celebrates Happiness Harvested

With IFPA's Global Show fast approaching, [California Giant Berry Farms](#) said its team will showcase its offering of high-quality strawberries, blueberries, raspberries and blackberries at booth No. 2571.



Kyla Oberman

Berries in tow, the fruit purveyor plans to focus on its year-round supply of sustainably grown fresh berries that represent the highest standards for quality, consistency and smiles from the lens of the brand's 2022 Happiness Harvested campaign.

As sponsors of the Networking Breakfast, California Giant is providing a behind-the-scenes peek into its growing operations, showcasing the fruits of its labor and the labor that makes it all possible. The video encompasses the spirit of Happiness Harvested, including a focus on the company's dedication to being stewards of the land, to focusing on being there for neighbors with real reasons to smile, year-round.

"Happiness Harvested celebrates the hard work that goes into bringing quality berries to the table, and the innate joy that fresh berries bring — to consumers, retailers, foodservice — and beyond," said Director of Marketing Kyla Oberman. "From our dedicated grower-partners to the hardworking harvest crews and California Giant family, we wanted to shed light on the people who make it all possible."

A longtime exhibitor of the annual event, Watsonville-based California Giant's global family of people passionate about delivering the best berries is enlivened at the prospect of gathering at the Global Show to share their mission.

“We’re thrilled to be back at the Global Show (formerly Fresh Summit) in-person and look forward to sharing our dedication to stellar service and exceptionally high-quality berries,” said Oberman.

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