



- Advertisement -

**Well•Pict berries ready for fall promotions**

---

October 12, 2022

With cooler months and the holidays on the horizon, [Well•Pict](#) continues to provide premium, proprietary berries as it keeps true to year-round availability.

“We have finished packing strawberries out of our Watsonville fields. We will begin transitioning our raspberries from Watsonville to Baja California,” said Dan Crowley, vice president of sales and marketing. “Our Oxnard fall crop is in full swing, just in time for fall promotions. As the weather goes from warm to much cooler, it’s a great time for retailers to place strawberries in the front of their produce aisles; this reminds shoppers of Well•Pict Berries’ year-round availability.”

The Well•Pict trade show crew will be in Orlando, FL, in booth No. 1959 for the IFPA Global Produce & Floral Show at the Orange County Convention Center. The company will be serving up a delicious Well•Pict Berries strawberry shrimp ceviche.

The company said its sales team is excited and eager to reunite with clients and colleagues that they haven’t seen face-to-face since the last in-person show, previously known as PMA’s Fresh Summit, in 2019.

[Print](#)