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Starting the year off with Well•Pict Berries

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The [Well•Pict Berries](#) trade show team is heading back to Florida to start the year off with the Global Organic Produce Expo at the Seminole Hard Rock Hotel & Casino Jan. 30-Feb. 2. After the great turn out at the Global Produce and Floral Show hosted by IFPA in Orlando last year, the team is eager to be back on the show floor to showcase their delicious Well•Pict organic strawberries.

This year's winter season has brought cooler and wetter conditions across the country, but the volume for strawberries will be increasing. "The winter crop had a slower start due to weather but is ramping up and will continue to do so over the next few weeks," said Dan Crowley, vice president of sales and marketing. "We will be hitting promotable volumes by the end of January and will be anticipating promotable volume through March."

For spring holiday and merchandising tips the company has a [digital retailer POS kit](#).

Well•Pict will be showcasing the True Berry Taste of its fresh, organic strawberries at booth No. 313 at The Global Organic Produce Expo.

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