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**Pure Flavor expansion growing 40 acres of organic vegetables**

Pure Flavor is marking an important milestone: the start of the first growing season in its all-new, all-organic Phase IV expansion. The occasion serves as a clear signal that the brand is committed to sustainable and organic greenhouse vegetable production.

With this latest evolution, Pure Flavor added 40 acres of dedicated organics to its Leamington, ON, operations, bringing the total to 115 acres lit production on site.

In recent years, consumers have shown a greater interest in organics and Pure Flavor is meeting that demand head-on. According to Matt Mastronardi, executive vice president, retailers can continue to expect the brand to deliver a consistent supply of consumers' favorite conventional and organic vegetables in all seasons.

“We’ve made a strategic investment in our organic category because we know that consumers are demanding more high-quality options in the produce aisle year-round. With our state-of-the-art organic greenhouse coming online, we’re better prepared than ever to meet that demand,” said Mastronardi.



“Consumers, as well as our retail partners, recognize the value of greenhouse growing. They can taste the difference,” added Mastronardi. “Being able to grow 40 acres of organics here at home in Leamington means we’re able to deliver fresh and flavorful organic vegetables to consumers across the Northeast within 24 hours of picking. That’s the power of greenhouse growing.”

With a wide-reaching network of operations that extends to Peach County, GA, and San Antonio, TX, the brand can reach millions across the country with a wide variety of over 10 different organic products. From large [Organic Beefsteak Tomatoes](#), to bite-sized Organic Juno Bites Red Grape Tomatoes [Organic Sangria Medley Tomatoes](#), to super snackable [Organic Mini Cucumbers](#) and [Organic Aurora Bites Mini Sweet Peppers](#), families can enjoy their favorite flavors when they make

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the organic choice at the supermarket.

With increased demand for organic produce comes greater attention from consumers. According to Chris Veillon, chief marketing officer, grocery shoppers today want to peek inside the greenhouse to understand how their vegetables are grown.

“Consumers are savvier than ever before when it comes to understanding the food they put in their shopping cart. They want to know how their produce is grown, what the nutritional value is, and how they can enjoy it in new and exciting recipes,” said Veillon. “We’re producing content that provides the answers for all their questions — and more!”

With transparent and engaging information on the [greenhouse growing process](#), product information, and [fresh recipes](#), Pure Flavor is equipping consumers to make informed decisions when shopping.



“We’re proud to have an engaged audience made up of consumers across the country who love our products and care deeply about the food their family eats,” said Veillon. “When someone sees our logo at retail, they visit our website and very quickly become engaged with our brand. From there, they can continue learning about our products, growing methods, flavor pairings, and much more by reading our award-winning Live Deliciously eMagazine or by following us on social media, where we share fresh content daily.”

Retailers and other trade partners will soon have the opportunity to learn more about Pure Flavor’s greenhouse grown organic produce lineup at booth No. 216 of the 2023 Global Organic Produce Expo. The brand is once again a Diamond Sponsor of the event, taking place Jan. 30-Feb. 1 at the Seminole Hard Rock Hotel & Casino in Hollywood, FL.

To learn more, visit [www.pure-flavor.com/GOPEX2023](http://www.pure-flavor.com/GOPEX2023)

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