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Naturipe Farms celebrates FeBLUEary with firm, tasty blueberries

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[Naturipe Farms](#) launched its the sixth FeBLUEary campaign with strong promotable volumes of its proprietary blueberry varieties. This robust start to peak blueberry import season begins with bright, juicy blueberries coming from Naturipe's Peruvian, Mexican and Chilean growing regions.

"We are so excited to see the fruits of our growers' labor. They've well-earned their reputation for growing high-quality and delicious berries year after year," said Jim Roberts, president of sales at Naturipe Farms. "Their dedication and commitment means retailers and shoppers are able to enjoy flavorful blueberries all year long. This first peak of the 2023 import season is an exciting time for Naturipe as we supply our exceptional proprietary varieties of the superfruit to grocery stores nationwide."

Naturipe is expecting promotable volumes of delicious organic and conventional varieties in the beginning of the year through March, with largest quantities in February. The large volumes give retailers great opportunities to promote blueberries this season with different pack size options. The pint size packs are great for snacking, while many families prefer the larger 18-ounce clamshells.

The grower-shipper is also anticipating a strong crop from California, Georgia and Florida this spring. Retailers should also spotlight for shoppers all the health benefits of the superfruit — they're packed full of antioxidants, they're high in manganese and they're a great source of fiber.

Naturipe's Globally Local program has a network of family growers all over the U.S. and around the world that provide the best product during their season. This enables Naturipe to offer high-quality blueberries to consumers all year round. And now, thanks to the "Blueberry Express," which can ship fresh blueberries to the U.S. in significantly less time, it is providing improved shelf life for retail customers and higher quality berries for shoppers.

"Between considerable volumes, a new shipping service, and delicious varieties, we are excited to re-launch our FeBLUEary campaign this year," said Roberts. "This is the start of what's expected to be a strong year for blueberry growth, delivering retailers and consumers a tasty berry that's packed with heart-healthy benefits."

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