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GEM-Pack and Well-Pict Berries: building a fruit forward alliance

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[GEM-Pack Berries](#) and [Well-Pict Berries](#) are forging a new partnership, combining companies to build an industry leading team of berry expertise.

GEM-Pack is excited to welcome the Well-Pict team and its impactful brand into the company's already dynamic assemblage. In 2020, Gem-Pack added Red Blossom Sales Inc. and Mainland Farms, Mexico to their partnership. The latest addition of Well-Pict Berries will strengthen Gem-Pack's commitment to providing customers with an uninterrupted supply of the highest quality of strawberries, raspberries, blackberries and blueberries.

Tim Miyasaka founded Well-Pict Berries in 1972 with the determination to cultivate the world's most perfect strawberries. He has since established Well-Pict as a berry industry leader based on the Well-Pict proprietary varieties that delight customers and consumers alike with their flavor, size and consistent quality. Tim's investment and innovation in the berry industry has set him apart as a true berry visionary.

Gem-Pack is particularly excited to add Well-Pict's berry engineering and science know-how to their established team of berry pros. "Well-Pict will give us greater depth and breadth in the industry, adding not just volume throughout the full berry patch and seasons, but also deepening a shared passion for berry innovation, along with an unprecedented team of expertise in berry science" said Paul Kawamura, CMO of Gem-Pack Berries.

GEM-Pack is part of a consortium in the berry category establishing a pathway to develop proprietary varieties throughout several growing regions. As part of their commitment to sustainability,

GEM-Pack continues to develop their patented "Earth Made" project focused on 100 percent sustainable and organic growing practices and technologies. Well-Pict's commitment to berry science and innovation is clearly a natural fit with Gem-Pack. Best stated by Dan Crowley, vice president of sales & marketing at Well-Pict: "We look forward to building on layers of ingenuity and expertise in the field and office, generating far-reaching benefits for our customers and the berry industry."

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