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Fresh Farms is making melon moves

[Fresh Farms](#), a leading produce company, is making significant strides in the Mexican melon market, driving growth and expansion with its exceptional offerings.

"Quality is amazing, fruit is coming in high in Brix, perfect for summer events snacks," said Jean P Honorat. "We can expect two more weeks of volume, but overall volume has been lower than forecasted."

When it comes to sourcing watermelons, Fresh Farms exclusively partners with local growers in Hermosillo, Mexico. These long-standing relationships with growers have been cultivated over the years, establishing them as an integral part of the Fresh Farms family.

With a focus on future expansion, the company has ambitious plans to extend its melon program beyond Mexico. Collaborating with U.S. partners, it is poised to broaden their offerings.

To connect with consumers, Fresh Farms has implemented captivating marketing strategies. Social media challenges with enticing prizes have successfully engaged consumers, highlighting the unique qualities of their Mexican watermelons.

Fresh Farms acknowledges the crucial role that retailers play in maximizing demand and sales. With the current volumes in the season, Fresh Farms advises retailers to capitalize on peak periods through effective retail promotions and merchandising techniques. These efforts will ensure a seamless flow of movement and enable retailers to meet consumer demands efficiently.

Fresh Farms remains committed to its vision of providing superior produce while continuously exploring opportunities for growth and expansion. By collaborating with local growers and international partners, Fresh Farms is poised to make a lasting impact in the Mexican melon market.

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