



- Advertisement -

**Nature Fresh Farms introduces organic greenhouse strawberries**

---

July 23, 2023

[Nature Fresh Farms](#) has launched its organic, greenhouse-grown strawberries in North America, filling demand for premium, organically grown strawberries that offer increased flavor and freshness with Nature Fresh Farms Organic Greenhouse Berries.

“Nature Fresh Farms is always looking for ways to support our customers by listening to their challenges and addressing their concern,” said Matt Quiring, senior vice president of sales and marketing for Nature Fresh Farms. “One such challenge was field berry supply; particularly ongoing weather and water challenges that continue to impact field growers, causing inconsistent supply. Our organic greenhouse berries address this concern, providing peak supply while field grown is most depleted and filling in supply gaps.”

Nature Fresh Farms’ controlled environment agriculture growing practices boast further advantages, requiring approximately 70 percent less water for strawberry crop growth, while allowing for increased crop cleanliness and closer to market production when compared to field.

“Greenhouse-grown berries are the future, and we know that also includes organics,” said Quiring, explaining that greenhouse farmers don’t face the challenges of weather, drought, fire or overspray that field farmers do. “Because of this, greenhouse farmers are able to provide a more favorable crop that is consistent in flavor, freshness, quality and availability, and provide consumers with a fresher berry that is selected for taste and eating experience versus shelf life and transportability.”

With its new 45-acre organic strawberry facility coming online this fall, Nature Fresh Farms is focused on developing retailer partnerships within the berry category, noting the increase in organic purchase trends over the past several years.

“Aligning our sales team with the strategic focuses of our business and that of our partners allows us to continue to provide insights, strategic development opportunities, and marketing campaigns to help drive the success of the program, increase revenue, and promote repeat purchase,” said Quiring.

The Nature Fresh Farms team will be at booth No. 500 during the upcoming Southern Innovations trade show in Charlotte, NC, Sept. 14-16.

[Print](#)