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**Village Farms Fresh touts 'Keep on Growing' theme as legacy growers**

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October 24, 2023

Village Farms Fresh has been serving retail, wholesale and foodservice markets the in United States and Canada since 1989. And although the company's legacy may be brief in comparison to other farming heritages established years earlier, 34 years is noteworthy. Especially when factoring in the greenhouse sector, and in particular Controlled Environment Agriculture (CEA) type of farming, where Village Farms Fresh is a leader. The company is the longest operating, solely owned, greenhouse grower and operator in North America.



This year's Global Produce & Floral Show brings this fact to life in the company's trade exhibit. Village Farms Fresh will have a full team on hand from across their value chain including Sales, Marketing, Growing, and Grower Relation divisions to showcase the company's vertically integrated approach. "We are growers first", says Michael DeGiglio, CEO & President, and founder of Village Farms. "We have literally weathered many of the ups and downs of the business over the years and are thankful for all who have supported us."

Village Farm is known for its vine ripened, picked at the peak of flavor, specialty tomato, pepper and cucumber varieties. The company has farms in the United States, Canada, and Mexico enabling them to offer 365-day availability on most items.

Village Farms is looking forward to meeting with you at booth #681 to share more about their story and what compels the company to, "Keep on Growing" while servicing their customers to the best of their abilities.

We are pleased to have Shirley Chapman signing her show posters again in the booth this year. Come by to say hi to Shirley and the team to receive your free poster.

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Shirley tells us this year's poster is her 21st painting, starting out with PMA Fresh Summit and now the IFPA Global Produce and Floral show. Shirley researches, both visual and written historical information to create her painting concepts.

This year's poster is her 6th Anaheim poster. And she tells us as a California resident, experiencing an incredibly wet winter resulting in the most breathtaking emerald green hills covered with orange poppies that this was her inspiration for this year's poster. The artist told us, "I felt that I had explored other aspects of Anaheim in past posters but wanted this one to feature California's agriculture and vistas in combination with California's state bird, vegetable, and flowers."

Village Farms is pleased to bring you their Garden Fresh Flavor® at GP&FS. Come by to have a taste of our signature varieties such as Heavenly Villagio Marzano®, Sinfully Sweet Campari®, Maverick Mix®, Cabernet Estate Reserve®, Exquisite Heirlooms®, and Juicy Beefsteaks® just to name a few.

For more information on Village Farms Fresh, Where Freshest is Always in Season® visit us at [www.villagefarms.com](http://www.villagefarms.com)

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