



- Advertisement -

**Naturipe celebrating all things strawberry at California Strawberry Festival**

[Naturipe Farms](#) will have a booth at the 38th annual California Strawberry Festival in Ventura, CA, May 18-19. Founded in 1984, the festival highlights delicious strawberries grown throughout California with vendors, booths, games and all things strawberry, anchored by a special focus on charitable giving.

“California is the hub of our domestic strawberry program and the home of our company headquarters, so we couldn’t miss the opportunity to celebrate this staple berry alongside others in the industry,” said Ashley Finster, vice president of marketing at Naturipe Farms. “We’re enthusiastic about our shared values with the festival — giving back, a sense of community, and of course, a love for fresh berries grown across the Golden State — and are looking forward to sharing our berries with participants at this year’s event.”

At booth “C” (in a red tent near the Strawberryland for Kids section of the festival), Naturipe Farms is preparing a “berry” special experience for visitors. From berry trivia questions with fun strawberry-themed prizes to locally made strawberry-flavored frozen concoctions, the booth is a must-visit for all strawberry enthusiasts. The company will even have a unique photo opportunity — including customized Naturipe photo frames — for fans who would like to take a picture with Mighty Red, the company’s jumbo strawberry mascot.

Naturipe Farms has been growing strawberries in California for more than 100 years and works with its network of farmers across the state to produce strawberries year-round. Sustainability is at the core of all their operations, from farming practices to packaging choices and transportation alternatives.

[Print](#)