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Fresh Farms celebrates milestone with acquisition of new California farmland

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[Fresh Farms](#) announced a significant milestone in its journey of growth and expansion with the recent acquisition of a new farm in California. This expansion will allow the company to grow its California program as soon as the Sonora deal starts to wind down.



"We are thrilled to announce the acquisition of our new California farmland — an expansion that underscores our commitment to innovation and sustainable farming practices, as we continue to provide high-quality produce to consumers worldwide," said Juan Pablo Molina, general manager of Fresh Farms.

"Growing grapes is not as easy as it used to be 15 years ago," said Molina. "Cost of labor continually increases as well as most production costs; however, we believe that a good-eating product backed

up by great customer service will continue to take us in the right direction. Remember that grapes have been grown since Biblical times so we don't believe a rough patch of challenging years will deter growers and consumer from this wonderful fruit."

For over 40 years, the Molina family has been dedicated to cultivating table grapes and a wide variety of fresh vegetables. With the founding of Las Mercedes, its flagship farm in Mexico, the Molina Group embarked on a path of continuous growth and achievement.

"Decades of exploration and hard work allow us to supply grapes starting in mid-March from our farms in Jalisco, followed by production from our Sonoran ranches in May and June and subsequently from California starting in July and supplying customers through November," said Molina.

In 2006, the Molina family's vision for direct market connection led to the establishment of Fresh Farms, marking the beginning of a remarkable journey that further solidified their presence, laying the groundwork for planned international expansion.

In 2011, Fresh Farms made a significant leap with the acquisition of Visalia Produce Sales, a California-based company renowned for its expertise in table grapes, citrus and specialty fruits. This strategic move enhanced Fresh Farms' market position and its growth trajectory.

Today, Fresh Farms is recognized for its excellence in the industry, with sales offices in Mexico, Arizona and California, supported by a top-notch sales team

In celebrating the acquisition of new farmland in California, Fresh Farms proudly marks yet another milestone in its journey of steady strategic growth. The Molina family and the entire Fresh Farms team remains committed to its mission of delivering high-quality produce while fostering community engagement and environmental sustainability for generations to come.

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