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**Nature Fresh Farms earns high honors at greenhouse competition**

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[Nature Fresh Farms](#) was awarded numerous accolades from the 17th annual greenhouse competition, showcasing its exceptional achievements in the field of greenhouse farming. This year, Nature Fresh Farms was recognized for its attention to quality, flavor and the overall consumer experience taking home three Chef's Choice Awards and numerous first, second and third place awards, demonstrating excellence and innovation in the pepper, cucumber, tomato and berry categories.

“It is an incredible honor to see our team recognized for the investment we make in creating products that are high quality and flavor forward,” said Matt Quiring, senior vice president of sales and marketing for Nature Fresh Farms. “It is a testament to the passion and expertise of our team, who consistently strive to exceed expectations and set new standards of quality in greenhouse farming.”

Quiring said flavor is king for consumers and retail and foodservice partners alike, and as such Nature Fresh Farms put extensive research and testing into their taste focused programs every day.

Nature Fresh Farms achieved the highest recognition in the following categories:

- Chef's Choice English Cuke
- Chef's Choice Organic Red Bell Pepper
- Chef's Choice Roma on the Vine
- 1st place Orange Bell Pepper
- 1st Place Roma on the Vine
- 1st Place Cocktail Tomato

Additionally, receiving acclaimed credit for products including its:

- Sweet S'NAPS
  - Blackberries
  - Orange Cherry on the Vine Tomatoes
  - Hiros Tomatoes
  - Razzes Raspberries
  - Tomatoes on the Vine
  - Mini Cukes
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Expert judges conducted blind taste tests to evaluate all entries in the competition and award honors based on a myriad of criteria including product quality and flavor. The recognition received in the Chef's Choice Awards is a testament to the ongoing dedication of quality that is persistently sought to elevate the consumer experience.

"We're always working on enhancing the consumers eating experience through growing unique and exclusive varieties that challenge the standard varieties in the market and help differentiate the product offerings for retail and foodservice partners," said Quiring. "These awards serve to highlight that the effort our team puts into everything from seed selection to consumer trials helps us to continue to deliver superior product."

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