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Pure Flavor: Sustainably grown and packaged

[Pure Flavor](#) introduced new sustainable packaging options, including 100 percent compostable mesh bags and recyclable paper trays. These options maintain the high product visibility and freshness that consumers love, making it easier to make the eco-friendly choices without sacrificing convenience.

Recent consumer reports highlight the growing preference for sustainable packaging:

- 72 percent of consumers are more likely to purchase products with eco-friendly packaging.
- 65 percent prefer packaging that is compostable or recyclable.
- 58 percent are willing to pay more for products in sustainable packaging.



NEXT-GENERATION SUSTAINABILITY

From seed to harvest, Pure Flavor manages everything — temperature, humidity and nutrition — ensuring its USDA Certified Organic produce is grown (and packed) sustainably.

WHAT IT MEANS TO BE USDA CERTIFIED ORGANIC

"The USDA rigorously regulates and inspects our greenhouses, giving you peace of mind about our organic products growth process," said Pure Flavor. "When choosing organic products, trust growers who uphold the highest standards. [Pure Flavor Certified Organic](#) vegetables are grown in strict adherence to USDA guidelines, ensuring they are truly organic.

"Indulge in the pure, flavorful taste of our USDA Certified Organic tomatoes, cucumbers and peppers, available year-round," said the company. "Grown under the sun with sustainable greenhouse technology, they make a delicious addition to retail shelves, and your family's table."

FEEL-GOOD FOOD

Pure Flavor Organic Vegetables are packed with the vitamins and minerals needed for a healthy

lifestyle. In a recent survey, the company found that 80 percent of people buy organic produce monthly, 76 percent believe buying organic shows they care for their bodies, 75 percent think it's a healthy lifestyle choice and 74 percent enjoy snacking on organic produce each month.

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