



When Quality Counts! · Est. 1989

Press Release

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Farm to Families Launches in Fresno

Fresno, CA – June 15, 2015 --- Central California's premier wholesale and custom fresh-cut produce company promotes healthy eating through a convenient, fun way to shop for local farm fresh produce. Upholding health and wellness, 1st Quality Produce launches new program called 'Farm to Families'.

Farm to Families is a new and innovated pre-selected fresh produce box full of California grown fruits and vegetables that reflect each season. The box comes with its very own recipe booklet along with fun food facts, origin of produce, how to's and health benefits that pair with each weekly box.

"Farm to Families allows for families to enjoy fresh fruits and veggies they normally wouldn't buy, as well as trying new things," said Melissa Steward, Director of Marketing of 1st Quality Produce. "We hope to see families join together with excitement when opening their box and finding out what they will get to cook together that week."

The public can begin preordering their Farm to Families fresh produce box today through Thursday then pick up Friday, June 19th at 1st Quality Produce that will repeat weekly. Also, employees of Clovis Community Medical Center are getting first access to the Farm to Families local farm fresh produce boxes by being able to pay with their ID badge in the cafeteria then having the boxes delivered to the hospital on Fridays.

We have also teamed with a local blogger who will be providing great insights on the weekly boxes that include additional recipes, tips and tricks.

"We hope to team with businesses to provide their employees with the benefit of getting their own Farm to Families local farm fresh produce box delivered to them that Friday afternoon before they head home for the weekend," said Steward. "As well as offering a Farm to Families fundraiser program for schools, churches, camps, non-profit businesses and more."



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Cut your grocery shopping time in half and pay much less for (local) fresh fruits and veggies, what's better? Farm to Families is a great way to experience the taste and variety of eating seasonably with convenience and excitement.

Quick Facts

Box Name	Farm to Families
Price/Box	\$29.99
Quantity	10-15 different items (ideal for family of 4)
Contents	From everyday needs such as lettuce and tomatoes to peaches and corn to fresh herbs and specialty items such as gooseberries.
Origin of Produce	California
Order Days	Monday-Thursday
Pick Up Day	Friday
Pick Up Locations	1 st Quality Produce, Will Call Center (Public) Clovis Community Medical Center, Cafeteria (CCMC Employees Only) Others TBA.

