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Peterson

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WISH FARMS GROWER PICKS FIRST FLAT OF THE FLORIDA STRAWBERRY SEASON

PLANT CITY, Fla. (October 17, 2013) – Wish Farms, the largest strawberry grower and shipper in Florida, announces the kick-off of its Florida strawberry season. Today, Wish Farms grower, Dudley Calfee of Ferris Farms, picked his first flat of strawberries.

“Our season typically begins in late-November or early-December,” said Gary Wishnatzki, President of Wish Farms. “We are excited one of our growers is the first on the Florida market and we look forward to these local berries being in stores in the coming weeks.”

The strawberries from this first harvest are of the Albion variety and grown from the traditional bare root plant.

“This is our 7th year in a row being the ‘first flat’ for the Florida season,” said Dudley Calfee, General Manager at Ferris Farms. “We should be able to pick up to 10 flats today – just enough to open our retail store and make some strawberry milkshakes!”

Dudley Calfee has been with Ferris Farms for 7 years and Wish Farms has been marketing their strawberries for over 10 years. Located in Floral City, Ferris Farms grows over 80 acres of strawberries, as well as 20 acres blueberries and 25 acres citrus.

At the end of this month, Dudley Calfee is receiving the Agricultural Environmental Leadership award given by the Florida Department of Agriculture and Consumer Services (FDACS) and Commissioner Adam Putnam. Recipients of this award represent those in the industry developing and implementing progressive techniques to safeguard the environment and conserve natural resources.

A full supply of Florida strawberries is expected to be available by the end of November, in time for the holiday push.

For more information about Wish Farms’ Florida strawberries and other fresh products, please visit the company’s website (wishfarms.com), or Like them on Facebook for recipes, specials, and promotions.

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About Wish Farms:

Wish Farms, founded in 1922 and third-generation owned, is the largest shipper of strawberries in Florida and has been for over 50 years. Nationally recognized for quality and innovation, Wish Farms is a year round supplier of strawberries and blueberries and seasonal in select vegetables. Wish Farms utilizes How's My Picking?TM, a patented tool for traceability to ensure quality by tying consumer feedback to the harvest time, field location, picker, etc.

For more information about Wish Farms, please visit www.wishfarms.com or www.facebook.com/wishfarms.