



**NATURIFE FARMS LLC**  
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FOR IMMEDIATE RELEASE

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### **Naturipe Farms' First Pick of New Jersey Blueberries**

Hammonton, New Jersey – June 6, 2017 – The New Jersey blueberry harvest season has started for Naturipe grower, Dacosta Blueberry Farms, Inc., with anticipation for another great season.

Originally a 26 acre operation in 1953, second generation Macrie brothers, Michael, Nick and Paul, have turned their father, Paul Sr.'s, land and Dacosta Blueberry Farms to over 800 acres of blueberry growing opportunity. Paul Macrie says, "It's about adapting to things that happen. Being a fruit farmer teaches you patience. We were always taught to respect the land and environment."

Production and volume out of New Jersey is forecasted for a good season. "Pollination went well this year," says Paul. "We have more acreage of the Draper variety this year. The size looks good and the color is bright white, an indicator of good health." Despite the cold winters these past few years, Paul says the plants are looking to be in great shape. Knowing which varieties adapt better during different parts of the season is crucial for today's blueberry market for best taste, shipping and storage capabilities.

Known as the blueberry state, New Jersey packs more per day than other nearby regions. Paul says, "In past years, New Jersey's production has been as high as 250,000-300,000 crates per day at peak production. The Duke variety has helped achieve this poundage."

"Watching the plants grow and seeing what you have done from a small cutting to a plant large enough to produce fruit, is one of the most gratifying things in life," says Paul. "Knowing you put your heart and soul into every berry and crate makes for a good feeling," he added. The efforts and time put forth by Paul Macrie Sr. and his three sons has paved the way for the "next generation" of Naturipe growers as the third generation Macrie's are beginning to get involved in the business.

Naturipe is proud to be celebrating its 100<sup>th</sup> anniversary this year. Since 1917, Naturipe family-owned farms have provided customers with their healthy and delicious berries. During this centennial year, the company pays tribute to its grower's heritage of "Earning our Place on Earth." Today, Naturipe is represented by over 1200 family farms who grow fresh, premium quality berries. As a group, their growers are able to provide consistent and diverse seasonal crop. By sharing resources, skills, labor and knowledge, they are better growers and in turn strengthen the local farm community. Naturipe remains dedicated to sustainable farming, social responsibility and growing premium quality berries the "Naturipe Way" for years to come.

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*Naturipe Farms LLC is a grower-owned producer and international marketer of healthy, best tasting, premium berries. With production primarily from multi generation family farms, located in the prime berry growing regions throughout North and South America. The diverse grower base ensures year-round availability of "locally grown" and "in-season global" conventional and organic berries. Naturipe Farms, formed in 2000, is a partnership between Naturipe Berry Growers, Hortifrut SA, MBG Marketing and Munger Farms. With sales and customer service offices located strategically throughout the USA – Salinas CA., Grand Junction MI., Estero FL., Boston MA., Wenatchee WA., Atlanta GA.*