

FOR IMMEDIATE RELEASE

CONTACT: Amber Kosinsky
Wish Farms, Inc.
(813) 758-9027
amber@wishfarms.com

WISH FARMS NOW OFFERING YEAR ROUND ORGANIC BERRY PROGRAM

Consumer incentive program supports California strawberry & Florida blueberry deal

April 22, 2014 (PLANT CITY, Fla.) --Wish Farms, national produce grower and shipper, is now offering a year-round supply of conventional and organic strawberries and blueberries. With the Florida strawberry season completed, focus has turned to the California strawberry season and Florida blueberry season.

Wish Farms grows strawberries in Salinas and Santa Maria. This will be the first year of growing organic strawberries in California.

"In addition to the expansion of our California strawberry program, our Florida blueberry volume is really starting to pick up," said Gary Wishnatzki, President of Wish Farms. "We've also put resources into increasing our packing capabilities this year."

With the additional blueberry packing lines, Wish Farms is now better able to serve its customers with added flexibility to its packing plan. Now, multiple clamshell sizes can be simultaneously packed, making the process more efficient and more tailored to the customers' needs.

To support its year round berry program, Wish Farms continues its How's My Picking?TM consumer promotion which launched last November. A call-to-action sticker on each package of Wish Farms berries includes a unique 16-digit number linking that package of fruit back to the picker. Consumers are asked to visit www.howsmypicking.com to complete a short survey and in return receive a Wish Farms reusable shopping tote in the mail and are entered to win a \$100 gift card to the grocery retailer of their choice. The more surveys completed the greater their chances of winning.

"This is the first time we've offered feedback incentives," said Amber Kosinsky, Director of Marketing. "Since the program launch we've seen a significant increase in surveys; providing valuable consumer data which we will use to make educated growing and marketing decisions moving forward."

Pairing the How's My Picking?TM traceability system to a consumer feedback promotion helps Wish Farms establish consumer brand loyalty while acting as an extension of its retailer's customer service.

In an effort to develop fresh and relevant content, Wish Farms plans to launch a series of recipe videos as a component to its consumer outreach campaign. Seasonal how-to berry recipes will be featured on the company's [YouTube channel](#) and promoted across all social media outlets.

To see a sample recipe video featured on the company's recipe catalog visit:
http://www.wishfarms.com/portfolio_item/wish-farms-fast-easy-blueberry-pie/

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?™, 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.

###