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Photos Included

Field Fresh Farms to Introduce Organic Baby Hemp Greens at PMA Foodservice

Leading Grower/Shipper is First to Market with Specialty Baby Leaf Greens Product

Watsonville, CA (July 20, 2021) — Field Fresh Farms (fieldfreshproduce.com), a leading grower/shipper of conventional and organic produce, will be introducing its new baby hemp greens product at PMA Foodservice at booth 506 in Monterey, CA July 21-22.

Available as a baby leaf offering and as an ingredient in leafy green mixes—to both foodservice and retail—this specialty, new-to-market salad green is packed with nutrients (including Omegas 3, 6 and 9, potassium and calcium) and features unique flavor profiles ranging from citrusy to earthy. Containing extremely minimal to no THC, baby hemp greens allow consumers to receive the exceptional health benefits of hemp without the effects of THC. This product is certified organic and will be marketed under the Beach Road Organics label.

Grown by Field Fresh Farms' fourth-generation, family-owned parent company Dobler & Sons in an exclusive growing partnership with Solare Ventures Inc. (solareventures.com), the licensee of various proprietary certified industrial hemp seeds, this new product has undergone extensive trials and testing to ensure it meets and exceeds USDA, FDA and California state regulatory guidelines.

“We look forward to introducing this new, healthful specialty green to our foodservice and retail customers. Even though this product contains no controlled substances, we conduct thorough THC testing of each crop to ensure we meet the rigorous FDA and USDA standards. Since this is such a new product, we look forward to educating customers and consumers about the benefits of this hemp-based edible green,” said Craig Dobler, owner of Dobler & Sons. “We believe the effort is worth it as this novel product is sure to catch the interest of chefs and consumers. It is also a sustainable crop that can be grown year-round on California’s Central Coast.”

With a short crop cycle of 18 days from planting to harvest, and a long shelf life of over 17 days, baby hemp greens are an excellent transition and shoulder crop with production that can be quickly ramped-up to meet demand.

Product branding and retail packing is in development and will be unveiled later this year, while raw product is available now for foodservice and other producers. “In addition to being an excellent source of nutrients and complement to a variety of salad greens, we’re excited to see how chefs and consumers get creative with the unmistakable leaf shape, taste and texture,” Dobler concluded.

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About Field Fresh Farms:

Field Fresh Farms is a leading grower/shipper of sustainably grown conventional and organic produce. Headquartered in Watsonville on California’s Central Coast, the company provides top-quality head lettuce, arugula, romaine hearts, spinach, spring and Mega mixes, proprietary baby hemp greens, and other products to foodservice and retail customers across North America under the Field Fresh Farms and Beach Road Organics labels. They operate year-round in California and Arizona. Visit fieldfreshproduce.com or call (831) 722-1422 to learn more.

About Dobler & Sons:

Dobler & Sons is a fourth-generation grower and wholesaler of quality fresh produce. Founded in 1953 and based in California’s Central Coast, Dobler & Sons provides high-quality fresh vegetables including lettuce, arugula, spinach, spring mix, and proprietary baby hemp greens to foodservice customers and growing partners, year-round. Call (831) 722-3057 to learn more.