



CONTACT:
Moxxy Marketing
pr@getmoxxy.com

Field Fresh Farms Website Relaunch Focuses on Legacy, Sustainability, and Customer Service

The Fourth Generation Vertically Integrated Grower-Shipper Debuts a Bold New Online Presence

Watsonville, CA, February 20, 2026 — [Field Fresh Farms](#) reveals a bold new website to reflect four generations of family heritage, land stewardship, and exceptional customer service. The updates were made to better showcase the Dobler family's innovative approach to growing, processing, packing, and shipping vibrant, flavorful greens to their foodservice and retail customers.

For more than 75 years, the Dobler family has been growing superior-quality produce on California's Central Coast. The family's farming legacy first started as a small strawberry patch before eventually emerging as the vertically integrated grower-shipper it is today. Field Fresh Farms was formed in 2005 to focus on the company's greens, and more than 20 years later, it offers an array of conventional and organic products, including arugula, romaine hearts, spinach, and more.

"Our new site honors our family's history of trailblazing farming practices by authentically aligning with our forward-looking operations and our excitement about the future of farming," says Claire Cagnacci, Field Fresh Farms' marketing coordinator and a member of the Dobler family's fourth generation. "My grandfather and his brother had a passion for farming from a young age, and their devotion to the land, the people working it, and the community supporting it has always served as an undercurrent for our dedication to excellence."

The Dobler family's primary intention for the new website was to help their customers succeed by providing them with simple, straightforward access to the farm's conventional and organic product line-up, detailed product specs, and the sales team that oversees each order with care. This redesign was also implemented to highlight the consistency, reliability, and precision that Field Fresh Farms brings to every crop. The new site achieves this by featuring eye-catching photography, unique graphics, playful colors, and stylish scrolling animation.

The redesign marks the first changes to the company's website since 2018. This online refresh is a visual representation of the grower-shipper's commitment to continual improvement for their customers, their community, and the environment. It was designed by [Moxxy](#), an award-winning marketing and branding agency focused on serving agriculture and fresh food/beverage companies.

"We were inspired by the Dobler family's four generations of farming innovation and tenacity," says Molly Briseño, president of Moxxy Marketing. "The Dobler family has never been afraid to stand out and always looks for the next innovation in sustainable farming. We're honored to help them show that visually with a modern, vibrant new website."

Field Fresh Farms is Good Agricultural Practices (GAP) and World Quality Service certified, and its organic products are certified through Organic Certifiers and distributed under the Beach Road Organics brand. The state-of-the-art operation allows for start-to-finish control over its produce. Field Fresh Farms offers year-round availability of its greens and vegetables to customers across North America.

For more information or to place an order, visit [fieldfreshproduce.com](#), call 831-722-1422, or visit them at booth 541 at Southern Exposure, February 26 – March 1 in Orlando, FL.

###

About Field Fresh Farms

Founded in 1953 and headquartered in Watsonville on California's Central Coast, Field Fresh Farms LLC is a fourth generation, vertically integrated grower-shipper specializing in high-quality conventional and organic greens for foodservice and retail customers across North America. With farming operations in California and Arizona and fields located minutes from state-of-the-art processing facilities, the company delivers consistent, year-round availability of head lettuce, arugula, romaine hearts, spinach, spring and Mega mixes, and more. Combining over 75 years of farming expertise with the latest agricultural technologies, Field Fresh Farms markets its products under the Field Fresh Farms and Beach Road Organics labels.

For more information, visit [fieldfreshproduce.com](#) or call 831-722-1422.