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**The Celery Destination Category Leader**

With over 80 years of growing experience, Duda Farm Fresh Foods, Inc. is the world's largest grower and processor of celery, producing 35 million pounds in California and 20 million pounds in Florida annually. Duda Farm Fresh Foods continually works to research and develop new celery varieties and products to meet the demands of the marketplace.

**Breeding Expertise**

Duda Farm Fresh Foods can trace its first commercial crop of celery back to 1926. Throughout the decades, Duda Farm Fresh Foods has devoted many dollars towards researching and developing new lines of celery and is known worldwide as a leader in celery product innovation.

With an equivalent of over 160 years of active celery breeding history and 1,200 lines of celery developed every year, Duda Farm Fresh Foods boasts the world's largest celery research and development program. Located in Salinas, California, Duda Farm Fresh Foods owns the world's largest facility solely dedicated to celery research including a state-of-the-art seed storage house and laboratory.

Today, Duda Farm Fresh Foods' breeding emphasis is targeted to improve the following attributes:

- Flavor
- Texture
- Nutrition
- Color
- Appearance
- Year-round availability
- Consistency across regional supply districts
- Disease and insect tolerance for reduced chemical use

**Flavor**

All of Duda Farm Fresh Foods' celery products offer the best varietal flavor available on the market today. Each variety of celery has been specifically bred for great flavor. Duda Farm Fresh Foods has worked to perfect growing celery in various regions throughout the United States and Canada, boasting a consistent flavor and quality standard.



## **Regional Growing Program**

Duda Farm Fresh Foods is the only celery grower and shipper with a regional program providing trade partners and consumers with a consistent product across the United States and Canada. Our exclusive, sustainable regional growing program incurs fewer food miles therefore reducing the company's carbon footprint. Retailers enjoy a cost savings in transportation as a result of a shorter distance to ship product and product arrives to trade partners and consumers at the freshest level possible.

Duda Farm Fresh Foods' regional growing program ensures that there is an overlap of supply on a year-round basis, therefore providing trade partners and consumers with a consistent supply of superior quality products.

From a marketing perspective, the Duda Farm Fresh Foods celery regional growing programs allow retailers to promote "locally grown" products to consumers. In addition, the program is supported by sustainable growing practices and other efforts which include:

- Reducing carbon emissions
- Conserving energy
- Smart packaging
- Waste management and recycling
- Sustaining/nurturing human capital

## **State-of-the-Art Processing Operations**

Recently, Duda Farm Fresh Foods doubled production capacity for fresh-cut celery in Oxnard, California, to maximize production and meet the most updated food safety requirements. The 65,000 square foot building features 40,000 square feet of processing space and 25,000 square feet for cooling. Using a proprietary water-jet cutter, Duda Farm Fresh Foods is one of a select few producers to use this state-of-the-art celery-cutting system which extends shelf-life and decreases pitting and strings.

## **What makes our celery unique?**

Over 80 years growing celery, coupled with our extensive breeding and consumer-focused research, has provided Duda Farm Fresh Foods with a significant opportunity to grow celery in many markets throughout the United States. By diversifying our growing regions, we are able to bring our celery to the consumer without compromising the sweet taste that they enjoy. Because of our continual investment in breeding superior celery seed varieties, Duda Farm Fresh Foods boasts the most flavorful celery in the marketplace.

## **Five adjectives that describe our celery:**

1. Crispy
2. Clean
3. Juicy
4. Sweet, with a slight parsley-like flavor
5. Earthy or Vibrant green in color