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Fresh DIGEST

A PUBLICATION OF THE FRESH PRODUCE & FLORAL COUNCIL

- Flower Grower Inks Deal With Rose Bowl
- Peppers Shine at Prime Time



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Tuscan-Style™



Always Ripe



Distinctive Grooves

1. **Green** = Firm & sweet
2. **Lighter Green** = Extra sweet
3. **Golden** = Rich aroma, full flavor



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Year-Round Value Starts With Dulcinea.®

At the heart of Dulcinea Farms™ lies true passion, innovation and quality you won't find anywhere else. Our passion drives us everyday to provide the freshest produce and the taste consumers absolutely love. And with passion comes dedication making sure that every bite of a Dulcinea product tastes simply amazing year-round. In order to deliver on our promise, we commit to securing the best growing locations, shortening our supply chain, implementing a continuous cold chain, adhering to strict quality standards, providing excellent customer support and having partners that share in our vision.

PRODUCT. INNOVATION. QUALITY. MARKETING. CONSUMER SATISFACTION.

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