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Fresh **DIGEST**

A PUBLICATION OF THE FRESH PRODUCE & FLORAL COUNCIL

**FPFC Releases First
Market Data Report**

**Grocery Outlet Thrives
With Unique Model**



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Keeping it fresh and sweet...year-round!

Dulcinea Farms™ is passionate about providing the best tasting produce in any season. Our melons are simply irresistible and bursting with flavor. Each product we bring to market has been carefully selected to meet the standards we have set for ourselves: consumer tested, retail accepted and always with unique characteristics. Executing on our quality promise takes dedication – from planning and harvesting to delivering the best tasting melons to customers. Partnering with growers and suppliers who share the same passion and commitment has been a key to our success. Enjoy the Dulcinea® difference year-round!

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