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Wish Farms Announces Pesticide Residue-Free Blueberries

PLANT CITY, Fla. (April 25, 2011) – Wishnatzki Farms (Wish Farms), a Florida-based grower-shipper, has announced the addition of pesticide residue-free blueberries to its produce offerings. Wish Farms is the only shipper in the country to have blueberries approved by Scientific Certification Systems (SCS), a third party organization that certifies environmental and safety claims.

The process of pesticide residue-free certification, previously called NutriClean, involves field sampling and lab testing to guarantee no detectable pesticides (less than .01 parts per million).

“Our goal in third-party testing and certification is to provide consumers with confidence that their food is free of pesticide residues. Our pesticide residue-free certification is more stringent than government regulations,” said Wil Sumner, director of agricultural testing and certification for SCS.

“I believe pesticide residue-free blueberries will be embraced by consumers,” said Gary Wishnatzki, president of Wish Farms. “These berries will be more affordable than organics, which have a loyal following, but are too pricey for many customers. This alternative to organics will appeal to a much larger audience.”

Wish Farms pesticide residue-free blueberries are currently available at select retailers. They are located in the same section and at the same price point as conventional blueberries, and will be labeled with the SCS “Certified Pesticide Residue Free” logo.

[Wishnatzki Farms](http://www.wishfarms.com), the largest strawberry shipper/grower in Florida for over 50 years, is recognized nationally for quality and innovation. It represents more than 2,000 acres, and ships approximately 3.5 million flats of strawberries, 6 million pounds of blueberries and 1 million packages of vegetables a year. The company markets produce under the Wish Farms, Strawberry Joe and other labels. Wishnatzki Farms utilizes FreshQC[®] to ensure quality by tying consumer feedback to the harvest time, place and picker. Wishnatzki Farms is proud to continue its tradition of providing high quality produce since 1922. For more information please visit www.wishfarms.com.

[Scientific Certification Systems \(SCS\)](http://www.scs-certified.com) has been providing global leadership in third-party sustainability and environment certification, auditing, testing and standards development for more than 25 years. SCS programs span a wide range of industries, recognizing achievements in food and agriculture, floriculture, forestry, green building products, retailing and more. For more information please visit www.scs-certified.com.