

News Release:

August 16, 2023
For Immediate Release

News Contact:

Monique Mueller (Bienvenue)
Director of Communications
moniqueb@beesweetcitrus.com
559.834.5345 x 197

Bee Sweet Citrus Helps Families Prepare for Back-to-School Season

FOWLER, Calif., - As summer vacation ends for many families across the country, Bee Sweet Citrus has several citrus varieties available to help parents successfully transition to the back-to-school season.

"Citrus fruits are incredibly versatile, and many of our summer varieties are perfect for work, school, sports practices and more," stated Bee Sweet Citrus Director of Communications Monique Mueller. "With health at the top of mind for many families, parents can rely on citrus varieties, like our mandarins and Navel oranges, to help their children stay alert and focused throughout the day."

Through the company's offshore program, Bee Sweet Citrus has maintained a steady supply of oranges, mandarins and lemons for its customers throughout the summer months. To help families prepare for the back-to-school season, the company is also sponsoring Healthy Family Project's annual Back To School campaign for the eighth consecutive year.

"The back to school season can be a stressful and exciting time for parents and children, and we are grateful that we have built an audience that looks to us for healthy recipes and parenting tips to help them through this time and beyond," stated Healthy Family Project Senior Digital Marketing Manager Tracy Shaw. "The Back To School campaign with Healthy Family Project started in 2014 as our first digital program and we are excited to celebrate our flagship digital program with incredible sponsors such as Bee Sweet Citrus!"

Healthy Family Project's Back To School campaign provides families and educators with digital resources highlighting the importance of produce in a healthy diet. Additionally, the campaign provides \$16,000 to International Fresh Produce Association's Foundation for Fresh Produce to increase children's accessibility to fresh fruits and vegetables in schools. Throughout the campaign, Bee Sweet Citrus and other supporting sponsors will showcase different ways produce can help families maintain a healthy diet while managing a hectic schedule.

"Each year, the new school season brings on a new set of responsibilities to students, parents and educators," continued Mueller. "We're proud to provide families and caretakers with immunity-boosting citrus varieties year-round."



For more information regarding the company's variety availability, please call a sales representative at 559-834-4200, or visit www.beesweetcitrus.com.

###

A grower, packer and shipper of premium California citrus, Bee Sweet Citrus is a leader in today's agriculture industry. Founded in 1987, Bee Sweet Citrus is a family owned and operated company and provides approximately 10 different citrus varieties to its consumers! Located in the heart of California's Central Valley, Bee Sweet is focused on innovation, sustainability and customer satisfaction.



416 E. South Ave. Fowler, CA 93625 • 559-834-5345 • #EatMoreCitrus