

News Release:

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For Immediate Release

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Bee Sweet Citrus Helps Families Transition to Back-to-School Season

FOWLER, Calif., - With the back-to-school season officially here, families are busy transitioning to long days and hectic schedules. Fortunately, Bee Sweet Citrus has several summer citrus varieties available to meet the needs of busy families.

"Citrus fruits are incredibly versatile and make for an incredible school snack," stated Bee Sweet Citrus Direct of Communications and Compliance Monique Bienvenue. "With health at the top of mind for many families, parents can rely on our summer citrus varieties to help keep their children alert and focused throughout the school day."

Through the company's offshore program, Bee Sweet Citrus has maintained a steady supply of oranges, mandarins and lemons for its consumers throughout the summer months. In addition, the company is also sponsoring Healthy Family Project's annual back-to-school campaign for the seventh consecutive year.

"This year, Healthy Family Project has expanded our presence in the Back-To-School space by including topics such as: [boosting the immune system for back to school](#), coping with back-to-school anxiety, back-to-school essentials and much more," stated Healthy Family Project Digital Marketing Manager Tracy Shaw. "Produce plays an important role in all these topics, and we love all the benefits from Bee Sweet Citrus varieties and how they are great for the school season and beyond."

Healthy Family Project's back-to-school campaign provides tools for families transitioning to the new school year and supports accessibility to fresh produce in schools through The International Fresh Produce Association's Foundation for Fresh Produce. Throughout the campaign, Bee Sweet Citrus and other sponsors will be sharing back-to-school tips for families to utilize on their social media platforms.

"Right now, parents are juggling hectic work and school schedules and the last thing they need to stress about is the availability of fresh produce," continued Bienvenue. "We're proud to provide families with immunity-boosting citrus varieties year-round."

For more information about the company's variety availability or Healthy Family Project's school campaign, please call 599-834-4200 or visit www.beesweetcitrus.com.



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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.

