

The Joyfully Grown™ Commitment Report

Leading Fruit Brand Releases 1st Annual Sustainability & Social Responsibility Report

CHELAN, WA, USA, October 17, 2023 /EINPresswire.com/ -- Leading apple, cherry and pear producer Chelan Fresh™ announces the release of their first annual Sustainability and Social Responsibility Report, the [Joyfully Grown™](#) Commitment Report, First Edition.



The new Joyfully Grown branding

The report is broken into three sections - Our Food, Our Planet and Our People. Fifty pages of data, statistics, “Did You Knows?” and plenty of stunning pictures break down just what goes into growing, harvesting and packing the delicious varieties under the Joyfully Grown™ brand.



Joyfully Grown™ encompasses being a good steward of the land, feeding people a nutritious piece of fruit, and being able to sustain your family and your employees’ families for future generations.”

- Cass Gebbers, 4th Generation Grower

From composting to pollinator protection, carbon sequestration to controlled-atmosphere storage, women in agriculture to the Special Olympics and the Scripps National Spelling Bee, the report is information-rich, fascinating and just plain fun to read.

Many of their growers are 4th and even 5th generation farmers who are dedicated to producing the most

delicious, consistent and high-quality fruit each year, while caring for and tending the land that will pass to the next generation. Sustainable, earth-friendly and innovative, these growers are constantly looking for ways to use science, technology and compassion to improve growing practices, increase sustainability, and give back to the community and the world.

“I find joy in farming the same land my great-grandfather started farming in 1912 and sharing those memories, the hard work and all that goes into it with my kids.” - Eric Borton, 3rd Generation Grower.

“Joyfully Grown™, to me, encompasses being a good steward of the land, feeding people you will

never meet a nutritious piece of fruit, and being able to sustain your family and your employees' families for future generations."

- Cass Gebbers, 4th Generation Grower.

Fruit under the Joyfully Grown™ label includes apples, cherries and pears. The Joyfully Grown Organic™ label includes apples and pears.

See the full [Joyfully Grown™ Commitment Report here.](#)

For more information, please visit www.joyfullygrown.com, or come see our booth 2297 at The Global Produce and Floral Show October 19-21, 2023 at the Anaheim Convention Center in Anaheim, California.

About Chelan Fresh
Chelan Fresh is a fruit marketing company representing multi-generational family growers who annually ship over 20 million boxes of premium apples, pears, cherries and several stone fruit varieties, including their exclusive SugarBee® and Rocket™ apple varieties, for demanding domestic and international markets. Their fruit is grown primarily in North Central Washington where ample sunshine, gentle mountain slopes, fertile valleys, and cool crisp air combine with the waters of the mighty Columbia River for ideal growing conditions.

WHAT IS THE JOYFULLY GROWN COMMITMENT?

Mission

We are multigenerational growers and farmers; our joy comes from our families, the land, and the harvest. With each piece of fruit you taste, we hope to share the joy we've found with you.

Vision

Our Joyfully Grown™ Commitment is more than a goal, more than a nice idea. It is what drives us. How we treat others, how we care for the world around us, how we grow and handle our fruit — not only is this important to us, it's essential to our values and our mission. With every decision, every action, we are committed to nurture, honor, and protect our people, our planet, and our food.

OUR FOOD

Every piece of hand-picked fruit is faithfully grown, packed, and delivered to ensure a consistent crop of delicious fruit for families around the world.

OUR PLANET

Our team is led by Mother Nature and proudly works in harmony with her to protect and preserve our planet every step of the way.

OUR PEOPLE

We find joy in people — from our teammates in the orchards to the families who buy our fruit in the store. Our promise is to nurture, honor, and protect each and every one of them.

The Joyfully Grown Commitment

RENEWABLE ENERGY

OUR JOYFULLY GROWN COMMITMENT IS KEENLY FOCUSED ON REDUCING ENERGY CONSUMPTION AND INCREASING OUR RENEWABLE ENERGY SOURCES.

Current total Energy Saved: 9,628,783 kWh Annually
An average house uses 10,632 kilowatt-hours (kWh) - That's enough energy for 905 homes for an entire year!

Each house = 100 Homes

HYDROPOWER IS 100% RENEWABLE, CLEAN ENERGY AND MOST OF OUR ACRES USE THIS AMAZING ENERGY SOURCED IN NATURE.

85% RENEWABLE ENERGY & GROWING

Renewable energy information in the Joyfully Grown Commitment Report

Chelan Fresh

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