

**Driscoll's and Plenty on a Mission to Grow Flavorful Strawberries Indoors**  
*Collaboration Focus is on Optimizing Flavor, Texture, Size and Availability of Strawberries*

In October 2020, [Driscoll's](#), the leading consumer brand in fresh berries, and indoor vertical-farming company [Plenty Unlimited Inc.](#), announced a joint development agreement to grow Driscoll's proprietary flavorful strawberries year-round in Plenty's vertical indoor farms. Driscoll's 100 years of farming heritage and focus on delivering Only the Finest Berries™ is the ideal complement to Plenty's industry-leading, sustainable, indoor farming technology and commitment to growing the best tasting produce. Together, the two companies have been working on bringing flavorful strawberry varieties to market, leveraging the benefits of a controlled growing environment while also creating opportunity for berry expansion into regions that have historically been difficult to serve.

Driscoll's flavor innovation has always been core to research and development efforts since establishing their strawberry breeding program in the late 1940's. As part of Driscoll's mission to continually delight consumers, the company was first to market a complete berry patch premium flavor offering across strawberries, raspberries, blueberries, and blackberries. Launched in 2019, Driscoll's Sweetest Batch™ collection is a curated series of best of season, ultra- flavorful offerings bred to give consumers an indulgent new way to experience their favorite fresh berries. The success of this new segmentation has demonstrated marketplace credibility that consumers are eager for richer flavor experiences which in the future may include flavorful strawberries grown indoors.

"It's clear that Plenty's vision and capabilities of pioneering the potential of indoor farming technology makes them the leader in this space," said J. Miles Reiter, Driscoll's Chairman and CEO. "As one of the few berry companies with a dedicated global R&D program, we believe our proprietary berries, which are focused on flavor, combined with Plenty's technology leadership will create a competitive market edge as we expand to more effectively meet the future consumer."

Plenty is incorporating Driscoll's proprietary genetics and berry expertise into its advanced, indoor farming technology using its plant science expertise. Through this controlled environment, Plenty will be able to consistently deliver great flavors from Driscoll's varieties, while also optimizing for texture and size. The indoor environment will remove the unpredictability of Mother Nature, allowing both companies to meet the future needs of consumers worldwide, including geographical locations that are not hospitable to growing strawberries.

The two companies were introduced through John Hartnett of [SVG Ventures](#), which focuses on agriculture and technology. He helped facilitate the discussions as both companies sought ways to grow the most flavorful strawberries.

"The future of food and agriculture through innovation is accelerated when leaders like Driscoll's and Plenty come together to transform the growing process in ways that benefit consumers," said John Hartnett, Founder & CEO SVG Ventures & THRIVE. "We are delighted that our open innovation partnership with Driscoll's played an important role in this opportunity."

By Frances Dillard, THRIVE Startup Mentor, Driscoll's VP Brand and Product Marketing  
Frances Dillard has years of experience working in the brand and business strategy world with time at companies such as Fisher Price and Disney. She currently works at Driscoll's as their VP of Brand and Product Marketing where she has developed award winning marketing campaigns.