



## Taylor Farms and Sakata Seed America Participate in Petal It Forward Event to Promote Community Giving Program

October 11th, 2017

***Taylor Farms and Sakata Seed partner to surprise community members with flower bouquets to promote paying it forward initiatives***

**SALINAS, Calif. – October 11, 2017** –Taylor Farms, North America's largest producer of salads and healthy fresh foods, and Sakata Seed America, a world leader in breeding and producing vegetable and flower seed, are partnering to participate in the Society of American Florist's Petal It Forward flower giveaway event in Salinas, CA.

The program, which takes place on October 11<sup>th</sup>, in more than 273 cities across 50 states, is designed to promote the understanding of the emotional value of giving and receiving flowers. Participants will surprise individuals on the street with two flower bouquets, encouraging them to keep one and gift the other. As an added bonus, Taylor Farms coupons will be included in each bouquet.

"At the core of our values, and as part of our 40<sup>th</sup> anniversary celebration, Sakata Seed America is committed to supporting activities that aim to enhance life, the environment and culture in our local communities, as well as across North America," says Alecia Troy of Sakata. "Petal It Forward is a grass-roots, personal way to connect with others and spread the joy of flowers. Partnering with a caring company like Taylor Farms makes it even more meaningful." Special thanks are also being given to Kitayama Brothers and Green Valley Floral for donating flowers to the Petal It Forward project. Without their generous support, this event could not have happened.

"We were thrilled to receive the invitation from Sakata Seed America and the Society of America Florists to partner on this initiative," said Katrina Gargiulo of Taylor Farms. "We take great pride in giving back to our local community and appreciate the opportunity to partake in this special program."

University research reveals that flowers have an immediate impact on happiness and a long-term positive effect on moods. Now, a new survey has found that, when it comes to flowers, it's just as good to give as it is to receive. With this data in mind, the Petal It Forward team is not only spreading happiness to lucky Salinas residents who receive the flowers, but arming these recipients with the tools they need to Petal It Forward and spread happiness to others.[\[1\]](#)

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Taylor Farms is North America's favorite maker of salads and healthy fresh foods. Taylor Farms is grounded in a commitment to quality with products harvested, packaged and shipped at the peak of freshness. Taylor Farms focuses on innovation by consistently developing new products and improving production methods. Taylor Farms is family owned and based in Salinas, California with twelve production facilities throughout North America. [www.taylorfarms.com](http://www.taylorfarms.com)

Celebrating its 40<sup>th</sup> anniversary this year, Sakata Seed America is a leader in breeding, producing and distributing innovative vegetable and flower seed products. Sakata Seed America strives to have a positive, healthy and sustainable impact on the people, communities and food they touch. Their mission is to contribute to the betterment of life and culture of the people around the world, with values created through their beautiful flower and nutritious vegetable varieties. Sakata Seed America is located in Morgan Hill, CA and is the North American subsidiary of Sakata Seed Corporation, located in Japan. [www.sakata.com](http://www.sakata.com)

[1] <https://aboutflowers.com/quick-links/health-benefits-research/emotional-impact-of-flowers-study/>

