

This is a paid press release. Contact the press release distributor directly with any inquiries.



NatureSweet® Launches New Class of Associates on Product Labels Through "The Hearts Behind the Harvest"



Business Wire
January 8, 2026 • 5 min read





A NatureSweet product label from the "Hearts Behind the Harvest" program, showcasing an Associate's photo and a QR code that connects consumers to the people who grow their produce.



A NatureSweet product label from the "Hearts Behind the Harvest" program, showcasing an Associate's photo and a QR code that connects consumers to the people who grow their produce.



A NatureSweet product label from the "Hearts Behind the Harvest" program, showcasing an Associate's photo and a QR code that connects consumers to the people who grow their produce.



A NatureSweet product label from the "Hearts Behind the Harvest" program, showcasing an Associate's photo and a QR code that connects consumers to the people who grow their produce.



A NatureSweet product label from the "Hearts Behind the Harvest" program, showcasing an Associate's photo and a QR code that connects consumers to the people who grow their produce.



Nineteen peer-nominated Associates are featured on packaging and QR-enabled videos that connect consumers to the people who grow their food

SAN ANTONIO, January 08, 2026--([BUSINESS WIRE](#))--NatureSweet®, the largest vertically integrated controlled-environment agriculture company in North America and leading greenhouse-grown produce brand, today announced the newest class of Associates to be featured on its product labels through the company's "The Hearts Behind the Harvest" program.

The latest class includes 19 NatureSweet Associates, each nominated and voted on by their peers in recognition of their leadership, dedication, and impact across the company's greenhouse and operations teams.

On NatureSweet products across North America, labels feature an illustrated portrait of one of these Associates alongside a QR code that links to a short video, inviting

consumers to meet the person behind their tomatoes and learn about their role at NatureSweet.

Originally launched as a small surprise beneath the label, the Associates Under the Label (AUL) campaign—now known as *The Hearts Behind the Harvest*—gained viral attention in 2025, with shoppers sharing QR label experiences across social media, including a TikTok video that earned more than half a million likes, sparking a broader conversation and appreciation for the people behind the produce. The widespread consumer engagement and organic sharing have propelled the campaign and grown into a defining element of the NatureSweet brand.

"Our Associates Under the Label campaign brings our purpose to life in the most authentic way possible," says Tobi Paul, Chief Marketing Officer at NatureSweet. "These Associates are the heart of our company. Featuring them on our packaging gives consumers a chance to see, and celebrate, the people who make their food possible."

A people-first approach—told one story at a time

NatureSweet debuted the program to create a deeper connection between consumers and agricultural workers who grow their food — a group that has historically remained invisible within the supply chain.

Unlike traditional marketing campaigns, the program centers on real, unscripted stories. Associates share their experiences in their own words, describing their work, growth opportunities, and the positive impact stable, year-round employment has had on their lives and families.

Those featured in "The Hearts Behind the Harvest" represent a range of roles across NatureSweet's operations, from greenhouse production to packaging, transportation, and leadership positions. Each story reflects the company's broader commitment to

© 2025 NatureSweet. All rights reserved. | [Privacy Policy](#) | [Terms of Service](#) | [Contact Us](#)

Story Continues

 View Comments

Terms and Privacy Policy Your Privacy Choices 

Recommended Stories



Copyright © 2026 Yahoo.
All rights reserved.



Trending Topics

Dow Jones

S&P 500

DAX Index

Nvidia

Tesla

DJT

Tariffs

Explore Further

- Mortgages
- Credit Cards
- Sectors
- Crypto Heatmap
- Financial News

About

- Data Disclaimer
- Help
- Feedback
- Sitemap
- Licensing
- What's New
- About Our Ads
- Premium Plans
- Terms and Privacy Policy
- Your Privacy Choices 

 Quote Lookup

Trending tickers

GNRC	G..		+32.09 (+1207.32)
CRWV	C...		-3.47 (-79.68)
AEMD	A...		+5.35 (+374.67)
OKLO	O...		+4.01 (+139.63)
DKNG	D...		-1.86 (-24.47)

Portfolio

Sign in to access your portfolio

Recently viewed

Top gainers

SDGR	S...	+6.31 (+26.07%)
GNRC	G..	+32.09 (+207.20%)
VICR	V...	+32.48 (+216.39%)
BHVN	B...	+1.87 (+15.38%)
TEM	T...	+10.39 (+148.36%)

Top losers

AN	A...	-20.39 (-174.39%)
SAH	S...	-6.77 (-66.19%)
MTZ	M...	-17.87 (-292.75%)
DKNG	D...	-1.86 (-224.47%)
TTAN	S...	-4.42 (-54.32%)

Most active

NOK	N...	+0.46 (+4.15%)
INTC	I...	+7.75 (+108.80%)
NVDA	N...	+5.44 (+219.34%)

SPCX	S...	+3.93 (+154.8%)
CRWV	C...	-3.47 (-79.88%)

Top economic events

Earnings events



Upcoming ▾

SEP 24

BB
BlackBerry Limited

Edit your Dock