



## **Bishop's Orchards (*Billboard Series*)**

### **The Challenge/Solution:**

With the arrival of the new year, a new generation of Bishops (Gen Six) inherited the stewardship of this 150+ year farm operation. They have opted to embrace this generational shift, combining it with a long-standing mission of keeping it “fresh” — developing a unique #GenFresh branding that launched with an extensive store make-over.

Making good food choices and taking good care of the land is ageless. GenFresh brings attention to what makes Bishops unique and this refreshed energy/commitment has been introduced to all forms of media, including an engaging billboard series. From the arrival of asparagus to one peachy season underway, GenFresh is living large on I95, 191 and I84.

We can't wait to see what GenFresh has in store for the future.

