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Little Leaf Farms: One of Instacart's Fastest Growing Brands

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As part of a promotion on how Instacart partners with retailers to help increase awareness about emerging brands, the company listed its 75 fastest-growing brands. One of those brands is none other than Little Leaf Farms, a CEA greenhouse lettuce grower with locations in Devon, Massachusetts, and McAdoo, Pennsylvania.

Little Leaf, which ranked No. 30 on the list, was featured prominently on Instacart's website and social media channels with its clamshell leafy green lettuce options. The CEA grower is in good company, along with brands like Liquid Death, Wahlburgers and Athletic Brewing, among others. Little Leaf Founder and CEO Paul Sellew talked about the importance of the consumer during his keynote

address at this year's Indoor Ag-Con in Las Vegas.