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Continental Fresh telling Southern Exposure visitors about its offshore products

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Albert Perez, president of Continental Fresh LLC, in Coconut Grove, FL, said that the Southern Exposure conference and expo provides the company with great exposure to key retailers in the country.

“And at a significant value over larger shows like the Produce Marketing Association’s Fresh Summit,” said Perez. “I also like that all booths are on equal footing. I can present my goods and services in a manner equal to a large multi-national company.”

Continental Fresh will be exhibiting at booth number 212 at the Southern Exposure conference and expo Feb. 27 to March 1 at the Caribe Royale Conference Center & Hotel in Orlando, FL. Beside Perez, company staff members Jackie Obana, sales representative, and Maria Compres, chief financial officer, will be at the company’s exhibition booth to meet and greet customers and potential customers. The company has exhibited at the annual event for three years.

Perez also explained that the Southern Exposure event takes place at the same time as the company’s peak season.



Continental Fresh's 'Atlas Fresh' cucumber

packingline. "We are currently in the peak of our offshore fruit and vegetable programs, which include cucumbers, fresh pickles, winter squashes and watermelons," he said. "We are currently farming on close to 1,000 acres and we grow, pack and ship all of these products from our facilities in Comayagua, Honduras. This season 100 percent of our operations have been Primus GFS Certified, the highest designation for food safety. We are also implementing case-level tagging of our products to be Produce Traceability Initiative compliant.

"In Honduras, one of our farming operations has hired Carmen Maria Miselem as its public relations and marketing manager," said Perez. "Carmen recently received a master's degree in public relations and communications in Barcelona, Spain. She previously held positions in Honduras in business development and as a television news anchor. She will help us get the news out about all the great things we are doing as well as assist Continental Fresh in its commitment to social responsibility."

He added that Miselem will also be helping the company organize and start a soccer summer camp for the children in the areas surrounding the company's farms in Honduras.

Perez explained that the market on cucumbers had been very high since the start of the company's season in late December.

"However, winter storms in the U.S. have temporarily slowed demand, and we are working on several promotional opportunities during the month of February to help boost retail sales across the East and Midwest," he said.

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