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W.P. Produce to showcase Desbry Tropicals at SEPC expo

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Miami-based W.P. Produce Corp.'s Desbry Tropical Produce line will be front and center at this year's Southeast Produce Council's Southern Exposure in Tampa, FL.

W.P. Vice President Desiree Morales said booth No. 749's display will feature Desbry Tropical Avocado, Organic Tropical Avocado and the "apple banana" Manzanos.

Greeting visitors will be Morales as well as CEO Willy Pardo, Sales VP Christopher P. Gonzalez and GM Wilson Dominquez.



“We’re very excited with this year’s show,” Morales said in January, adding that the company has big news to share with booth visitors.

“We have opened a new state-of-the art facility in the Dominican Republic,” she said “It’s our second packing house in the region. We currently pack Desbry Tropical Avocados, Malanga, Sour Orange, Habanero Peppers and Breadfruit from there.”

The operation’s tropical produce also comes from Panama, Costa Rica, Honduras, Guatemala, Ecuador and the Dominican Republic, with the line including such items as Calabaza, Chayote, Mamey, Pineapple, Watermelon, Plantains, Seedless Persian Limes, Guava and Thai Chili Peppers.

W.P. Produce offers Oriental produce such as Chinese Eggplant, Indian Bitter Melon, Chinese Bitter Melon, Chive Flower and more. A variety of root vegetables such as Yuca, Malanga, Boniato, Ginger and Yams are also available. The full line can be seen at the company’s website, www.wpproduce.com.

Morales said the Organic Tropical Avocados and Manzano Bananas are the most recent additions to the line.

When asked if new packaging has been introduced this season, Morales hinted with, “Shhhhhh! Yes!” She went on to say, “Come visit our booth to sneak peek our new, innovative packaging for Tropical Avocados from Desbry. We have incorporated a two-count breathable bag that’s just beautiful.”

The advantages of SEPC’s major produce show in W.P. Produce’s home state are significant, Morales said, noting the company appreciates the event’s scale and good networking/business opportunities.

“We thank the Southeast Produce Council for giving us this platform to engage our customers and promote all our tropical items,” she said. “We believe it’s very impactful to our business because there’s actually time to speak to our customers and get in that one-on-one time.”

And, she added, “It’s a true event where business gets done and relationships begin.”

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