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\$100 billion ag segment's impact on organic produce

June 2, 2021

An examination and discussion of the burgeoning growth of indoor grown fresh produce, and its impact on organically grown fruits and vegetables will be the topic of the first of four educational sessions at Organic Produce Summit 2021. Growth of CEA and Its Impact on Organic Fresh Produce will feature leaders from three progressive Controlled Environment Agriculture producers, offering their insight on the growth of this emerging market segment and how these products are reshaping the landscape of fresh food production.



Walter Robb

Moderated by Walter Robb, former CEO of Whole Foods, the educational session will discuss the growth of indoor growing, the obstacles and challenges faced today, and how fresh produce production has changed forever. Additionally, the session will include insight on the ramifications of what CEA production means for the organic fresh produce industry.

Panelists of the session include Philip Karp, president of Shenandoah Growers; Marc Oshima, co-founder of AeroFarms; and Caitlin Tierney, director of business development of Mastronardi Produce.

Production of fresh produce in Controlled Environment Agriculture has become a \$100 billion-plus industry, showcasing how growing indoors uses less water and no pesticides while incorporating innovative and efficient technologies to provide fresher produce to consumers.

“Indoor agriculture is increasingly playing a more meaningful role in our fresh produce supply, in terms of volume, variety, and geographical footprint,” said Robb. “The ability of indoor ag to provide predictability and resiliency for supply, coupled with its lower impact on both the environment and resource use, is drawing substantial interest from both investors and consumers. Clearly the future will be a hybrid one and our panel will explore how quickly and responsibly this will happen.”

Organic Produce Summit 2021 is a live and in-person two-day event specifically designed to bring together organic fresh produce growers, shippers, and processors with retailer and buying organizations from across North America. Over 1,000 attendees will meet Sept. 15-16 in Monterey, CA, to exchange ideas, information, and insights of the organic fresh produce industry.

Other educational sessions and keynote presenters at OPS 2021 will be announced in the coming weeks. OPS 2021 also includes a selection of field tours for retailers and buyers, a gala opening night reception, and a sold-out trade show floor featuring over 150 producers and processors of organic fresh produce from across North America and the globe.

Register [here](#) to attend OPS 2021.

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