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Church Bros. Farms enters PMA's Fresh Ideas Showcase

By

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Church Bros. Farms, based in Salinas, CA, is a vertically-integrated family-owned-and-operated company that produces a full line of fresh vegetables year-round with an in-house farming/harvest program and state-of-the-art processing plant.

Since its earliest days, the company has been going to the PMA Foodservice Conference & Expo and is thrilled to be going back in 2021.

“This show has always been pivotal for us — our roots are solidly in the foodservice space and in recent years we have grown and expanded into retail as well,” said Jennifer Sanchez, director of marketing for Church Bros. Farms. “We have been going to this show for over 20 years and plan on attending for many more years to come. The PMA Foodservice show has provided a platform for us to meet and bring on new customers, it has allowed us the opportunity to strengthen our relationships within the industry and has given us a platform to share our products and company story in a way that you can’t do as effectively by email or by phone.”

This year, Church Bros. Farms will be at booth No. 407 and will also have a feature in the Fresh Ideas Showcase.

“At the booth, our team will engage with attendees on our broad product assortment and our single-source solution services, as well as provide more information on our company history and mission,” Sanchez said. “We will be highlighting our new, innovative products. The focus will be on our unique new items like Sweet Baby Broccoli and Sweet Baby Cauliflower and Little Gem lettuce.”

This show has always been a favorite to those at the company, as it gives them the opportunity to connect with current and potential customers.

“Of course, we always love having shows here on our home turf, it gives us the opportunity to have a broader team from our offices involved in the show and all the activities that surround it,” Sanchez said. “It isn’t a one-day show for us, it’s a week-long opportunity for us to engage with our key customers, educating them about our fields, harvest, processing plant and more. We hope to start meaningful conversations with new customers as well as solidify our relationships with our existing ones.”

Various reps from the company’s sales and business development teams as well as executives will be working the booth and walking the show, including some familiar faces like Steve Church, Neil Milburn and Ernst van Eeghen.

“It’s been a long time without a PMA show and we are thrilled to get together in person and connect with everyone in the industry as we have in past years,” Sanchez said. “This year we anticipate

many discussions will focus on produce solutions. We have built our capabilities around being a single-source solution for our customers, which entails solutions for freight, consolidation, cross-dock and food safety. The produce industry has had to pivot and redefine their ways of doing things over the past 18 months and we have the capabilities and desire to help our customers navigate through these continued challenges.”

Church Bros. Farms’ sales and marketing teams have been collaborating over the past few months on its overall strategy and where the focus should be for this show.

“We tailor our messages and product focus to the show attendees,” Sanchez said. “All our efforts from our booth layout, booth personnel, product showcase and collateral material are customized to ensure we can easily engage with customers.”

Outside of the show, the company has set its sights on continued product innovation and channel expansion in 2021.

“Our R&D team works tirelessly to improve product quality and develop innovative new products to help our customers grow their businesses,” Sanchez said.

“We will continue to expand our foodservice offerings and are looking forward to further expansion into the retail channel in the coming year.”

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