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Nash Produce excited for in-person PMA Foodservice

Conference

By

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Nash Produce will be exhibiting at booth No. 202 at this year's PMA Foodservice Conference & Expo, and those coming to visit can expect to learn about the company's array of impressive facility capabilities such as electronic sizing, multiple packaging opportunities, various sweet potato variety options and logistics resources.

"This show will be the first show Nash Produce will be attending in person in over a year, so that alone is something to celebrate," said Rebecca Scott, grower accounting/marketing director with the Nashville, NC-based company. "Given the state of the nation this past year and the impact COVID-19 has had on the foodservice industry, we are very much looking forward to speaking with industry leaders to see how, moving forward, we can assist with any of their sweet potato needs. It will be so good to see returning customers in person again."

Members of the Nash Produce team have attended the show for more than 10 years.

"We appreciate that this show is specifically for the foodservice industry, and it gives members of our team an opportunity to connect with this sector through one-on-one conversations," Scott said. "Nash Produce has attended this show for many years and it is always a treat for us to visit with customers located in the western region."

Company president Thomas Joyner, and his wife, Melissa, will be available at the booth to speak with current and potential companies interested in learning more about Nash Produce's operation.

"Our team will be discussing the impact of COVID-19 on the foodservice industry and evaluating how the loosening restrictions in many states are affecting the industry now," Scott said. "We will also be discussing our current sweet potato inventory as well as looking toward the future for our new crop currently in the ground. All of our growers will have completed planting by the time of the show, so positive growth and good weather is what we will be hoping for in the coming months."

In preparing a strategy for the show, Scott noted the team had to "wipe the dust off our booth materials" as it is switching gears from a year of virtual shows to having the chance to gather in person again.

"Planning for a show begins many months in advance — scheduling logistics and all necessary behind-the-scenes preparation," she said. "Typically, a week before a show, we gather our booth materials together and double check that we have all needed items packed. We enjoy being able to

show-off our products for customers to touch and examine, so the sweet potatoes that make it to the show floor are gathered straight from the packing line the day before our representatives leave. We want to show a true representation of the quality of produce that will be supplied to customers, and what better way to do that than to show exactly what is coming off the line.”

By the time of the show, Nash Produce will be close to the conclusion of its pickling cucumber season and getting prepared for the beginning of sweet potato harvest.

“Typically, growers begin harvesting the new sweet potato crop by the end of August or early-September,” Scott said. “Harvesting will continue through late-November or early-December, where all sweet potatoes will be cured and stored for the upcoming year.”

Nash Produce is always growing and looking to be the best for its customers, and that’s no different in 2021.

“Our growers have increased their acreage this planting season to adjust for a higher consumer interest,” Scott said. “More sweet potatoes in addition to the utilization of additional controlled-storage facilities will allow us to supply more of the same great quality consumers have grown to know and love.”

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