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## **Red Sun Farms talking Sweetpops at Southern Innovations**

By

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Leona Neill, director of marketing and packaging for Red Sun Farms, shared that the team looks forward to Southeast Produce Council's annual Southern Innovations conference each year, welcoming the opportunity to connect with the industry, participate in industry leading education sessions, and showcase its vertically integrated greenhouse-grown produce.

"At this show, our team will be focused on what's new, including the technologies and innovations at our greenhouses, in our packaging sustainability initiatives, and some of our fastest growing products — Sweetpops, Sweetpeaks and Sweetpeps," she said. "Southern Innovations is always an important show because this event is founded on connections and education. There is a unique atmosphere built around southern hospitality and our extended produce families. The excitement of coming together again with such an incredible industry, make this event a must-attend in our tradeshow calendar."

Red Sun Farms will be at booth No. 110, and will display its updated packaging, which includes key design elements from retailer feedback.



“Our team would also like to share some of the incredible work at our farms around water and nutrient recycling, yield benefits vs. field grown, minimal food waste due to pruning practices, and lighting technology,” Neill said.

The team will also be sharing the success of our Sweetpops snacking tomatoes.

“This variety is all about delivering an explosion of flavor, in a snack-size tomato,” Neill said. “This sweeter than sweet snacking tomato has already established a dedicated consumer following that has connected with the brand and redefined the expectation of sweetness in tomatoes. The packaging on this new variety was designed with the millennial generation in mind. It creates a connection and makes the exploration of this tomato an experience.”

Preparation for the show takes an incredible amount coordination from booth layout, to showcase features, communication messaging and execution.

“We have a cross functional team of sales, marketing, planning and logistics personal that are focused to ensure we deliver the best experience for our existing and new customers,” Neill said. “Southern Innovation has always been a show filled with connections, renewed energy to build and grow customer programs, and an opportunity for new educational tools. SEPC has demonstrated a commitment to improving these elements at every show, and it has been our privilege to work with them since their first show in Lakeland.”

After last year, Red Sun Farms is looking forward to the opportunity to connect in person with customers.

“This time with them is valuable, and we appreciate their commitment to connect with the industry to work together to provide solutions and build partnerships,” Neill said. “As we continue to navigate the

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ever-changing landscape of COVID-19, we expect to be talking about how consumers will react in both a foodservice and retail setting, and what will become of the requirements for the food industry moving forward.”

Red Sun Farms is working toward growth initiatives that will bring the company to 788 acres in 2022. This includes 223 acres in Ontario, 537 acres in Mexico and 28 acres in the U.S.

The company’s success was built on a shared vision and passion of a team in Mexico and Canada and both groups were committed to selling the very best high-tech greenhouse peppers, tomatoes and cucumbers, with a year-round supply.

“Together the leadership team at Red Sun Farms has built a vertically-integrated business model that ensures quality, food safety, flavor and supply throughout the year,” Neill said. “Our team is passionate about bringing these standards and business model into every new venture. This includes the execution of our new logo, the rebranding of our packaging, and most importantly supporting the needs of our retail partners in a time where produce demand is constantly changing.”

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