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**Homegrown Organic Farms is ready to make news at OPS**

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By

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September 13, 2021

This year's Organic Produce Summit, which is being held Sept. 15-16 in Monterey, CA, promises to be extra special as it marks a return to an actual in-person event as opposed to the virtual shows that became the new norm during the pandemic.

Homegrown Organic Farms has been a major participant in the summit from the beginning, and recognizing the significance of this year's edition; so much so, that the company is bringing its entire sales team to the show.

"Everyone will be there, and we felt that was important to come out and make sure that people know that we are there as a team, we are there to serve and support you and your company," said Stephen Paul, category director at the Porterville, CA-based company. "And I think that's exciting. It's the first time, as a company, that we have gone to a show with the entire sales force going."

The Homegrown Organic Farm team will be at booth No. 305, where representatives will introduce the company's new Mammoth Kiwi brand.

The Mammoth is a large kiwi with packaging that features a woolly mammoth, giving this kiwi a character and unique identity.

"The kiwis are massive, and kiwis are furry, so we decided to call it the Mammoth," Paul said. "It's big on size, it's big on flavor and it's big on nutrition, so we thought the name was ideal for it. We're excited to get it launched."

And the Organic Produce Summit is the ideal setting for the introduction of this exciting new product.

"We promise you a big presence of the Mammoth Kiwi there," Paul said. "It's a big deal and the unveiling is at the OPN show, which is the biggest organic show. There's a theme to this — everything big. If you want to be part of a big deal, you need to come by the booth and visit us."

As a company that has been a major player in the Organic Produce Summit from the beginning, Homegrown Organic Farms knows how essential the show is.

"We are an organic-only company, so it fits our narrative really well, but it actually has an opportunity to bring people into the organic world as a focus," Paul said.

"In our past, being there has been a great opportunity to connect with a targeted-centric market."

Though other shows also can be effective, Paul said professionals in the organic industry can

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sometimes get lost in events for the entire produce industry.

“This gives us a high concentration for people to understand and learn more specifically, more intimately, what homegrown does, who we are, how we operate and how we function within the organic world,” he said.

This year’s summit also promises to be extra special as participants will be interacting with their fellow organic produce professionals in-person after a year-and-a-half of quarantining and remote trade shows. Paul noted that while the remote shows were a good option during the pandemic, they can’t replace being in the same room with people as you try to build connections and relationships.

“No matter how much they want to digitize things, as human beings, we like personal interaction,” Paul said. “And a lot happens when you meet someone eye-to-eye, face-to-face, where you can literally do a lot of internal connections and readings of the individual. A lot of things happen when you get face-to-face with somebody. So the shows are excellent to keep that element fresh and exciting in not only our industry but all industries. You have to have it.”

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