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**Awe Sum Organics happy to be returning to live OPS**

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By

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This year at the Organic Produce Summit, [Awe Sum Organics](#) will be hosting the annual OPS party with Organic Girl on Wednesday evening, just after the opening reception.

“Our party will be on the beach at the Monterey Beach House, just a few blocks from the convention center,” said David Posner, president, CEO and founder of the Santa Cruz, CA-based company. “Also, at OPS, we will be meeting with many of our customers, will have a booth at the trade show for the first time before COVID-19, and we will be exhibiting in the Organic Innovations Showcase.”

The company will be exhibiting at booth No. 219.

“OPS is by far the most important yearly show for Awe Sum Organics,” Posner said. “We love it because we are so passionate about what we do — organic farming and getting the fruits of our labor to our customers and to consumers across the country. It’s the best show because it is 100-percent focused on organic produce, just like Awe Sum Organics is and has been since our inception over 36 years ago.”

Plus, it’s just an hour’s drive from the Awe Sum Organics offices.

“We are super excited because this is our first public event or trade show since before COVID-19 and it will be so ‘awe sum’ to see all our friends and colleges in the organic produce trade again,” Posner said. “We look forward to promoting our Awe Sum Organic fruit that will be arriving this upcoming fall, winter, spring and summer.”

As its mission statement states: “Awe Sum Organics is dedicated to furthering global sustainability through organic, non-GMO agriculture.” Since 1985, the company has remained devoted to providing the best tasting, freshest organic fruit through authentic farming methods that respect the soil, water and the planet.

“In partnership with our extraordinary growers, we strive to minimize our carbon footprint and keep soils healthy for future generations,” Posner said.

“Our guiding principle is integrity, both in our products and our business practices. We are committed to ensuring fair, sustainable returns for our family or growers, and to improving the quality of life in our global community.”

Awe Sum Organics is preparing for its most exciting seasons of the year — the fall and winter seasons.

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“We are busy promoting and setting up programs for our organic Peruvian grapes, South American blueberries, Green and Gold kiwi (with some Red kiwi), to be followed in late winter and spring time by our delicious organic Argentinian pears from the Rio Negro Valley,” Posner said.

The company is also excited to introduce its Awe Sum Organic Colombian Avocados to customers this year.

“We will have them year-round, and our volume will grow every year,” Posner said. “The flavor is ‘awe sum,’ and while avocado growing requires very high levels of irrigation, ours are irrigated 100-percent by natural rainfall growing high in the mountains of Colombia, so very eco-friendly. Colombia is currently emerging as one of the best regions in the world to grow avocados.”

Awe Sum Organics has evolved over the years to specialize in seven organic commodities: grapes, kiwi, apples, pears, blueberries, citrus, and avocados.

Posner has always enjoyed helping growers learn how to grow their fruit organically and have supported them with constantly evolving cutting edge organic growing methods.

“That part of the work really excites me and is my true passion,” he said.

For instance, a little over 10 years ago, Posner developed and patented a method to grow grapes organically where there is no natural dormancy, or very limited dormancy, so that we could supply organic table grapes in the U.S. during the winter months.

“We have a good volume and high quality now each season and, we are by far the largest supplier of organic table grapes during the winter months,” he said.

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