Vibrant trade show highlights OPS

September 24, 2021
Taking place in scenic Monterey, CA, the 2021 Organic Produce Summit welcomed industry members back in full force. This year's OPS boasted 1,200 attendees and 150 booths populating a large tent on the grounds of the Hyatt Regency in Monterey, CA, Sept. 15 and 16.

“We’re thrilled we were able to host a high energy event that brought together the organic fresh produce community. There was obviously a tremendous amount of pent-up demand for our industry to come together and based on the feedback we are receiving, it appears OPS 2021 hit the mark,” said Matt Seeley, founder of OPS. “We were able to gain valuable knowledge of front burner issues facing our industry, and network with industry leaders in the cradle of organic production — California’s central coast.”

The all-organics show had to skip 2020 because of the coronavirus and the 2021 show was moved from July to September in search of a safe window and venue. They seemingly found that utilizing a huge tent that featured a natural breeze throughout the always-packed, four-hour trade show.

OPS was conducted over two days with grower-shipper tours and the opening reception highlighting the first day and educational sessions, two keynote addresses and the trade show filling up day two. The common refrain heard throughout the event was that it was great to be back with such a robust and enthusiastic group. And the attendees also seemed to embrace the safety measures put in place.

Ranch tours at Braga Ranch, Driscoll’s and Earthbound Farms, each within an hour of the venue, kicked off the first day as the buyer community got a first-hand look at the modern production techniques and supply-chain protocols utilized by today’s technologically advanced organic producers.

Thursday, Sept. 16, featured the heart of the show with several educational sessions, two keynote addresses, an outdoor lunch and the aforementioned out-door trade show.