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The image is a promotional graphic for the 52nd Nogales Produce Convention & Golf Tournament. It features a dark blue background with a subtle pattern of small, light-colored dots. On the left, the number '52nd' is written in a large, white, serif font, with the '2' being significantly larger than the '5'. The '52nd' is partially enclosed by a circular, textured orange-brown shape that resembles a paint splatter or a brushstroke. To the right of the '52nd', the text 'NOGALES PRODUCE CONVENTION & GOLF TOURNAMENT' is written in a white, sans-serif font. Below this, 'SAVE THE DATE' is written in a larger, white, sans-serif font. The dates 'NOV. 4-6, 2021' are written in a large, orange-red, sans-serif font. Below the dates, 'TUBAC GOLF RESORT & SPA' is written in a white, sans-serif font. At the bottom center, there is a logo for 'FreshProduce ASSOCIATION OF THE AMERICAS'. The logo consists of a stylized white leaf or plant icon to the left of the text 'FreshProduce' in a serif font, with 'ASSOCIATION OF THE AMERICAS' in a smaller, sans-serif font below it.

**52<sup>nd</sup>** NOGALES PRODUCE CONVENTION  
& GOLF TOURNAMENT  
**SAVE THE DATE**  
**NOV. 4-6, 2021**  
TUBAC GOLF RESORT & SPA

 **FreshProduce**  
ASSOCIATION OF THE AMERICAS

- Advertisement -

**FPAA ready for 52nd Nogales Fresh Produce Convention & Golf Tournament**

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October 18, 2021

The Fresh Produce Association of the Americas will be celebrating its 52nd Nogales Fresh Produce Convention and Golf Tournament Nov. 4-6 in the historical town of Tubac, AZ. The signature event provides an opportunity for buyers, growers, distributors, and allied industry partners to meet and network. This year, attendees will be able to join educational sessions, networking events, an awards gala, and multiple golf tournaments.

**Educational Sessions:**

Dan Scheitrum from the University of Arizona will kick off FPAA's educational sessions. Scheitrum will be presenting data about a new study conducted by the UA department of agricultural and resource economics: Bell Peppers and Squash: A Tale of Two Sectors.

Keynote speaker Juan Ciscomani, senior advisor for regional and international affairs from the office of Gov. Ducey will be part of the second educational session, Building Up Arizona, Building Up Your Business.

The last educational session, FPAA & The Power of Connections, will feature FPAA members who are involved with key fresh produce industry organizations including the National Watermelon Promotion Board, National Mango Board and Texas International Produce Association.

**Networking Events:**

On Nov. 4, the FPAA provides two separate events focused on networking. To kick off the convention, a Networking Lunch will take place shortly after registrations followed by the educational sessions. The day concludes with an opening Fiesta & Networking Event where attendees have another opportunity to meet with buyers, growers, distributors, and industry partners.

**Awards Gala:**

To celebrate the fresh produce industry, the gala event will feature a sit-down dinner and live entertainment. This event includes an awards presentation for the FPAA's 2021 Pillar of the Industry recipient. The Pillar of the Industry is awarded to a member who has volunteered their time and effort to the industry as well as demonstrated innovation and integrity throughout their career.

**Golf:**

The FPAA is excited to welcome back golfers at the historical Tubac Golf Resort & Spa. This year, the FPAA will be offering a two-man scramble golf tournament format. Additionally, golfers will also have the option to participate in one-day tournaments and a two-day tournament.

The FPAA looks forward to welcoming members of the fresh produce industry to the 52nd Nogales Produce Convention and Golf Tournament and gathering in-person. To learn more about the upcoming event or to register, click [here](#).

