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Organic Produce Summit kicks off with opening reception

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The [Organic Produce Summit](#) kicked off July 13 with an opening reception at the Monterey Conference Center. The evening, sponsored by Starr Ranch and Divine Flavor, brought together some of the 1,400-plus attendees who will make this year's OPS the largest show in its history. After the opening reception some attendees headed to afterparties hosted by Awe Sum Organics, Organic Girl and Braga Fresh.

“That list of attendees includes 300 retailers, representing brick and mortar supermarkets as well as direct to consumer operations,” said Matt Seeley, founder of OPS and CEO of the Organic Produce Network, which is the workhorse behind the show. “In addition, we have more than 100 other buyers representing wholesalers, distributors and other buying organizations. Also, we have been working with the Organic Trade Association on attracting international retail buyers. OPS will feature retailers from six different countries.”

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