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**Wada Farms showcasing full lineup at New York Produce Show**

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By

Kathleen Thomas Gaspar

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Fresh off the inaugural IFPA conference and trade show held during late October in Orlando, FL, [Wada Farms](#) is among several hundred exhibitors at the 2022 New York Produce Show at the New York Hilton and Javits Center in downtown Manhattan.

The four-day show, with its Dec. 2 one-day trade show and three co-located conferences, provides unique educational and networking opportunities for the produce industry, and Wada's Director of Marketing Eric Beck said the company will shine the spotlight on all its products during the tradeshow in booth No. 311.

"Similar to IFPA, we will have the full line of Wada commodities to showcase in New York — potatoes, onions, sweet potatoes, watermelon, pumpkins, beans, hard Squash, sweet corn and asparagus," he said. The Idaho Falls-ID-based company also offers multiple value-added and specialty products, a full line of organics and a wide variety of pack options.

"Vice President of Sales Joe Esta and John Vlahandreas, director of national onion sales, will be representing Wada Farms at this year's New York show," Beck added.

Asked about the demographical differences and demand for produce items among markets across the country, Beck said Wada Farms customizes its programs for regional needs.

"Wada adapts to the regional needs of the customer," he said. "We know it's not a one-size-fits-all for everybody, so it is our responsibility to make sure we have a portfolio of options for each customer to consider what will suit their needs best."

He added, "The Eastern Seaboard is the 'pulse' of America. When it comes to commerce, and specifically produce, having a good knowledge of this market is beneficial to marketers such as Wada. It provides insight into consumer demand, opportunities for gained market share, and it is a catalyst for product development and innovation."

Beck went on to say the Northeast is "a different animal altogether, and conducting business in this market does require being on your game."

The Eastern Seaboard market, he explained, "is always dynamically changing, and it's imperative to forge strong relationships throughout the supply chain process to be nimble and adaptive to meet the needs of the end consumer."

To that end, Beck said, "Wada has been forging successful partnerships in the northeast markets for many decades, and looks to continue this trend for many years to come."

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## [Kathleen Thomas Gaspar](#)

### **About Kathleen Thomas Gaspar |**

Kathleen is a Colorado native and has been writing about produce for more than three decades and has been a professional journalist for more than four decades. Over the years she's covered a cornucopia of crops grown both in the United States and abroad, and she's visited dozens of states – traveling by car from her home base in Colorado to the Northwest and Southeast, as far as Vancouver, BC, and Homestead, FL. Now semi-retired, Kathleen continues to write about produce and is also penning an ongoing series of fiction novels. She's a wife, mother of two grown sons and grandmother of six, and she and her fly fisherman husband Abe reside in the Banana Belt town of Cañon City.

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