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Walter P. Rawl and Sons introduces new sustainable packaging

By

Keith Loria

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[Walter P. Rawl and Sons](#) has been providing fresh vegetables from its family farm in Pelion, SC, for almost a century.

As it does every year, the company will soon be headed to the New York Produce Show & Conference and is looking forward to the myriad opportunities that the show presents.

“This is a great opportunity to get out and see what is going on in our industry,” said third-generation family member Ashley Rawl, vice president of sales, marketing and product development for the company. “It is also a wonderful opportunity to meet and greet new customers and continue to develop and grow relationships.”

Rawl will be attending the show along with Chad James of the sales department, who will be exhibiting at booth No. 312, where they will be showcasing the company’s new sustainable packaging.

“At our booth, you can learn more about our innovative recyclable packaging for our leafy greens — first to market with recyclable packaging for leafy greens, and our brand-new Collard Sauté Kits,” Rawl said. “These kits are crafted with chef-inspired recipes and are quick and easy with cooking time of only 15 minutes.”

The company will also be introducing a new item in the New Produce Showcase at the show, as it has both new collard kits and recyclable bags.

With only a few weeks before the show arrives, the team at Walter P. Rawl and Sons is strategizing on how to get the most out of the experience.

“We are calling all buyers and setting appointments and/or encouraging them to come by and see us to learn more about our new offerings,” Rawl said. “We have attended the New York Produce Show for many years prior to the pandemic and are excited to be back again this year. At any show, we are always happy to visit and catch up with our retail partners and buyers.”

The company has enjoyed a good year and is hopeful that the challenges the industry and country are facing will not impact what’s ahead.

“We expect a busy holiday season, but a lot is unknown with the inflation and how that will affect consumers purchase decisions for their holiday meals,” Rawl said.

In 2023, Walter P. Rawl and Sons will be continuing to expand its production capacity at its Florida

facility and increasing acreage and growing opportunities at its other locations in Pennsylvania.

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About Keith Loria |

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

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