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TMK Produce bringing Philly pride to NYC

By

Keith Loria

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[TMK Produce](#) is a trusted, long-time merchant on the Philadelphia Wholesale Produce Market. With New York being so close, the team is eager to attend the New York Produce Show & Conference this year and celebrate the upcoming holiday season with those in attendance.

“We love the New York Produce Show,” said Tom Kovacevich, president of TMK Produce. “The Philadelphia Wholesale Produce Market booths 252-258 is where you will find the TMK team, though exactly who attends we will determine closer to show time, but we always have a presence, and this year is no exception.”

Since the New York Produce Show first began, the Philly Market has cooperated in this way and always has a large contingent of merchants taking part and showcasing all the market has to offer.

“We know that the incredible quality, assortment and volume of our whole group of merchants is our secret sauce,” Kovacevich said. “Saying hello to old friends and making a few new ones is what it is what the show is all about for us.”

One of the things that appeals to Kovacevich and many of the merchants at the Philadelphia market is that the New York Produce Show experience has a much more regional feel than the Global Produce and Floral show.

“We see quite a few smaller independent retailers coming to the show, most of whom will only rarely travel to Orlando or Anaheim for the Global show,” Kovacevich said. “The smaller venue also gives us more opportunities to see attendees. We just love the New York Produce show and invite attendees to stop by our booths for an authentic Philly hoagie.”

In addition to the many challenges the industry faces, as well as the successes that companies have seen, everyone at the show will be remembering and celebrating the life of Jim Prevor.

“Surely the big topic will be the tragic early passing of Jim,” Kovacevich said. “Such a great man, a lot of hugs, prayers and smiles of remembrance will be had.”

TMK Produce will look to get the word out about what it does and how it can help other companies succeed — something that it has been doing for decades. It’s long-lasting reputation in the business has helped the company continue to increase business year after year.

“We grow by simply concentrating on what we do best, delivering premium quality, accurately, and on time,” Kovacevich said. “This requires all our attention and is the best marketing our company can do. Inflation is real, and when you combine inflation and hurricanes and weather damage to crops you have what is going on now and it’s not good. Prices are overall too high and this will crush

demand on the non-essentials. One thing you can count on in this business is never getting bored, from \$6 diesel to \$90 romaine, there has been a lot of excitement around here.”

Photo: Stephen Dipascale

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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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