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**FPAA expands, rebrands annual convention and expo**

The [Fresh Produce Association of the Americas](#) will celebrate its 54th annual Fresh Produce Convention & Golf Tournament under a new name and a new location.

The FPAA will welcome the industry to the FPAA Convention now known as the Southwest International Produce Expo #SWIPE. The event will be held at Loews Ventana Canyon Resort Nov. 2–4, 2023 in the Old Pueblo, Tucson, 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 purchase expo booths for the produce expo to be held along with the educational sessions, networking events, awards reception and multiple outdoor activities that take advantage of the ample sunshine and ideal temperatures of southern Arizona in the fall.

“The SWIPE event is a great way to showcase our members and to bring together buyers, sellers, and growers in a beautiful location,” said Lance Jungmeyer, FPAA president. “Much like our members and their grower partners maximize the ideal climate and natural diversity of growing regions across Mexico, having our event in southern Arizona allows us to maximize the richness and diversity of our industry and our ability to enjoy the ideal climate and amazing scenery in Tucson.”

#### **Expo:**

There will be an expo along with a culinary showcase on Nov. 3 for celebrating fresh produce to dazzle the senses via exhibits, foodservice and retail. Buyers and other industry members have the chance to meet the entire fresh produce supply chain of the Southwest, make lasting connections and reconnect with peers at the new SWIPE event.

#### **Networking Events:**

The FPAA provides two separate events focused on networking. On Nov. 2, there will be a reception for VIPs and sponsors. The day concludes with an opening Fiesta & Networking Event where attendees have another opportunity to meet with buyers, growers, distributors, and industry partners. On Nov. 3, there will be a Sabino Canyon Tour to begin the day followed by the educational sessions and concluding with the Industry celebration.

#### **Educational Sessions:**

Educational sessions will focus on the intersection of issues and opportunities for retail and foodservice buyers in selling Mexican fresh fruits and vegetables. Speakers will be announced in the coming months.

#### **Awards Reception and Industry Celebration**

To celebrate the fresh produce industry, the event will feature great food and live entertainment. This event includes an awards presentation for the FPAA’s 2023 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.

#### **Networking and Fun in the Outdoors:**

The FPAA will welcome golfers at the Lowes Ventana Canyon Resort. This year, the FPAA will be also offering a health reception. Activities under consideration include, a tennis tournament, cycling, cornhole, pickleball (with sponsored pickling cucumber displays), indoor putt-putt, plus an exciting

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local retail tour.

The FPAA said it looks forward to welcoming members of the fresh produce industry to the 54th Annual Convention, the Southwest International Produce Expo. To learn more about the upcoming event, obtain a booth and to register, email or call Emmis Yubeta at [emmis@freshfrommexico.com](mailto:emmis@freshfrommexico.com) or 520/470-7356.

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