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Matthews Ridgeview Farms looks forward to making new connections

By

Keith Loria

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[Matthews Ridgeview Farms](#), a sweet potato grower and distributor based in Wynne, AR, is headed to Orlando for the Southeast Produce Council's Southern Exposure show.

The company will be represented by Samantha Gilbert, transportation and food safety coordinator, and Jaylie Matthews, an intern, and daughter of owners Terris and Kim Matthews.

"Jaylie is studying business in college, and she is the fifth generation to the family business," said Autumn Campbell, sales manager for Matthews Ridgeview Farms. "She will be a huge asset to the future of the company."

Matthews Ridgeview Farms will be exhibiting in booth No. 500, with some of its sweet potato products on display, as well as some special giveaways for those stopping by.

"We want to welcome anyone to visit us and learn more about our company and the future of Matthews Ridgeview Farms," Campbell said. "SEPC is important because we always make great connections and have had success in growing our business and it's just a great time. We also learn a lot to take back to our desks."

In addition to exhibiting, the team is looking forward to the Southern Roots Luncheon, the Gala, and the closing reception.

"Most of all, we look forward to connecting with our partners and creating new partnerships," Campbell said. "We have had great experience with the convenience items we already offer. We continue to see a rise in sales so we are interested in learning more about what we can do to offer new products."

Strategy sessions for SEPC start early, and the company holds meetings to discuss sales and the direction things are going in.

"We ask questions about what areas we can expand in as far as sales, customers, and items we have to offer to make sure that not only can we offer our customers a way to grow, but that we have the capabilities and availability to help grow with them as well," Campbell said. "Going into the show, we will also look at other areas of our business that may need to be expanded, changed, or realigned in any way such as packaging, freight, machinery, food safety, or any topic that plays a part in keeping our company successful."

Campbell and Terris and Kim Matthews work together in these decisions with the help and input from the rest of the team.

Matthews Ridgeview Farms has been attending SEPC since 2012, though it's been a member since 2009.

"The show seems to grow more every year with great attendance as well as offering more at educational sessions and events," Campbell said. "That offers more to exhibitors and attendees to connect and learn about what is going on in the industry. The industry continues to evolve and that reflects at the show."

In Campbell's opinion, the show is most successful when you make numerous connections.

"The more connections you make, the more doors you open to grow overall," she said. "When I get back to my desk, I want to know I have connected not only with potential customers, but also vendors, publications, transportation representatives, packaging representatives and more. I also want to be able to reflect on anything new I learned about the industry."

The company's 2023 has started strong and that has led to continued growth.

"We just continue to push forward, do our best to be fair to our partners and our team, offer quality and the best customer service possible," Campbell said. "We want to always strive to improve our customer service, growing with our current partners and growing with new partners. We plan to continue to expand our acreage, and be open to new ideas and opportunities in this awesome, rewarding industry."

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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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