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Progressive Produce to talk sustainable packaging at OPS

By

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[Progressive Produce](#), a year-round grower, packer and shipper of fresh produce, is heading to the Organic Produce Summit later this month and is looking forward to meeting with fellow attendees at booth No. 300.

“We will be exhibiting our organic product line, which includes potatoes, onions, yam, citrus and asparagus,” said Oscar Guzman, director of marketing and sustainability for the Los Angeles-based company. “Our team will be available to answer questions, discuss partnerships, and provide insights into our organic produce offerings.”

He noted that the organic market has witnessed an increase in availability and affordability, making it accessible to a wider consumer base. As a result, more people are interested in exploring organic options and supporting companies that prioritize sustainability and health.

The Organic Produce Summit has always been a significant show for Progressive Produce, as it allows the team to connect with industry leaders, retailers, and buyers who are specifically interested in organic produce.

“By participating in this show, we aim to increase brand visibility, strengthen existing relationships and generate new business opportunities,” Guzman said. “It also enables us to stay up-to-date with the latest industry trends, consumer preferences and market insights.”

Sustainable packaging is a hot topic that the Progressive Produce team expects to discuss at the Organic Produce Summit.

“Sustainable packaging has gained significant importance in recent years as consumers and retailers recognize the need to reduce environmental impact and promote responsible packaging practices,” Guzman said. “At Progressive Produce, we understand the importance of sustainable packaging and have been actively working towards implementing eco-friendly solutions. We are committed to reducing waste and minimizing our carbon footprint throughout the supply chain, including packaging materials.”

To prepare a strategy for the show, the company has a dedicated team involving representatives from marketing, sales and senior management.

“We conduct market research, analyze industry trends, and identify target audiences to ensure our booth, messaging and networking efforts are aligned with our goals,” Guzman said. “Our team also collaborates to create engaging booth designs, develop marketing materials and coordinate logistics to ensure a successful presence at the event.”

Therefore, a successful show for Progressive Produce is one where it effectively communicates its brand message, generates meaningful connections and creates business opportunities.

“It involves engaging with attendees, understanding their needs and showcasing our expertise and product offerings,” Guzman said. “A successful show also entails leaving a lasting impression on potential customers and industry professionals, leading to follow-up engagements, collaborations and ultimately, growth for our company.”

As a company that values innovation and efficiency, Progressive Produce is proud to announce the installation of its new potato sorting machine.

“This state-of-the-art technology is a game-changer for our potato-packing operations, and we’re excited to share with you how it will revolutionize our business,” Guzman said. “Our new potato sorting machine will allow us to pack potatoes more precisely, flexibly and efficiently than ever before. This upgrade has been in the works for some time now, and it’s finally great to see it come to life. Our team has been working diligently on this project, and we’re confident that this investment will take us to new heights in the industry.”

Growth initiatives for the year ahead include expanding the company’s organic farming partnerships, investing in technology to enhance supply chain efficiencies and strengthening its distribution network.

“We are also focused on exploring new markets and identifying opportunities for product innovation,” Guzman said. “By improving our operations and expanding our reach, we aim to achieve growth and further establish Progressive Produce as a leading player in the organic produce 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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