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Nash Produce ready to talk sweet potatoes at Southern Innovations

September 11, 2023

[Nash Produce](#) is looking forward to Southeast Produce Council's Southern Innovations show for a variety of reasons.

"First and foremost, we will be an exhibitor at the show," said Robin Narron, sales support and marketing director for the Nashville, NC-based company. "This is important to us because we can interact with our current customers and potentially meet new ones. Maintaining these relationships and possibly creating new ones is ultimately why we go to these shows. We want customers to know that we care and will go out of our way to prioritize them and their needs."

While at the show, Nash Produce will be participating in a number of events.

"I think that it is important that we stay up-to-date on current trends and news within the industry," Narron said. "We want to be an active player in the industry and there is nothing better than being able to network at these events and learn what is going on around us."

Nash Produce will be exhibiting at booth No. 730, and when customers and other industry professionals stop by, they can expect an interactive conversation.

"Our team strives to be very outgoing and eager to have conversations with customers about the benefits and services that we offer," Narron said. "We will be displaying our quality sweet potatoes and all the value options that we provide as well. We want customers to leave knowing that Nash Produce cares and that we want to help them with their needs as well."

One of the hottest topics in the sweet potato industry is the reduction in acres for the 2023 crop and that's going to be something those on the show floor will be talking about.

"Growers throughout the industry have planted fewer acres due to the price of cartons in recent years," Narron said. "Our acres have decreased slightly, but we want customers to know we are still here to meet their needs. We take pride in fulfilling orders throughout the whole year, and we expect to continue that trend."

The company's strategy for the show — as it is for any trade show it goes to — is to be authentic and network with as many people as possible.

"From customers to other industry professionals, we believe that we can always learn something new from somebody and also showcase what Nash Produce has to offer," Narron said. "We are constantly trying to innovate to give us a competitive advantage. We want customers to know that we are actively trying to innovate to cater to their needs. Whether it is looking at new sustainable packaging options or looking to become more efficient in our operations, we are constantly trying to innovate ultimately to better serve our customers."

This year has been a relatively good one for Nash Produce.

"Business has stayed steady, which is a good thing when you think about the industry decreasing in

acres for the upcoming year,” Narron said. “We have invested in temperature-controlled storage in the past year. This will help provide a better-quality sweet potato. Also, continuous innovation is another way we expect to grow.”

When the show is over, success will not be gauged on how many new customers it picks up.

“We want our current customers to know that they are just as important,” Narron said. “Being able to interact and continue to maintain current relationships is always a success to us. Also, we want potential new customers to know that we are here to help service their needs as well.”

One message that the company wants to make clear is that Nash Produce is here to stay.

“We want to continue to be a major player in the sweet potato industry and constantly innovate to stay competitive,” Narron said. “We are consistently investing in our operations to ensure that we are here for the long haul. Couple that with a quality product and unrivaled customer service, we want customers to know we are here to meet their needs.”

[Keith Loria](#)

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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