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**Duda Farm Fresh Foods talking fresh-cut celery at Southern Innovations**

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By

Keith Loria

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[Duda Farm Fresh Foods](#) is thrilled to be attending SEPC's Southern Innovations show and many from the team are gearing up to head to Charlotte from its operations in Oviedo, FL.

This year, the company is a Gold Sponsor for the show, and will be exhibiting at booth No. 530.

"Southern Innovations is a key event for the Duda team to connect with retailers throughout the Southeast," said Nichole Towell, senior director of marketing and packaging procurement for the company. "We're proud to have been involved since the start and each year we are delighted to see what's new at the show and reassured in our commitment to supporting this industry."

Among the Duda team members attending are Susan Kavanagh, regional sales manager; Bob Sloate, regional sales manager; and John Holford, account manager.

Some of the hot topics they expect to be talking about at SEPC include fresh-cut celery, Florida citrus and value-added products.

"We'll also be discussing leaf lettuce," Towell said. "We start all leaf and lettuce items in mid-December and end early April."

Although the company has faced some obstacles in the spring due to weather and heavy rainfall, the Duda team was able to persevere and continue to execute a successful season.

"This is a testament to our team's strong decision making and team effort to rally, pivot and support their customers through that time," Towell said.

With strategy sessions underway for SEPC, the company is looking forward to the show and visiting with customers old and new.

"We always look forward to connecting with old friends in the industry and also meeting new folks," Towell said. "We're stoked to get our value-added and fresh-cut items in front of new customers and to have meaningful conversations with existing customers."

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## [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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