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**Red Sun Farms' Seed to Plate commitment is unwavering**

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As it does every year, [Red Sun Farms](#) is looking forward to heading to the annual Southeast Produce Council's Southern Innovations show.

"At Southern Innovations, our team will engage in the educational sessions, attend the keynote presentations, and, naturally, take part in the exhibition," said Harold Paivarinta, senior director of sales for the Kingsville, ON-based company. "We eagerly anticipate carrying on our discussions at our booth."

The team at Red Sun Farms will be exhibiting what's new at booth No. 512.

"We are looking forward to discussing new product innovations, the progress on disease resistant varieties and answer any questions around greenhouse technology and innovation," Paivarinta said. "Southern Innovations is of key importance to Red Sun Farms. We look forward to reconnecting, building new relationships and showcasing the developments and technologies that our team has been diligently crafting."

Furthermore, the company will introduce its latest variety innovation, TATAYOYO, a delightful assortment of sweet mini peppers that captivate with their distinct aromatics and exceptional flavor profile.

Red Sun Farms representation will include sales and marketing staff that have been strategically chosen based on the retailers that have registered to the show.

"Red Sun Farms is excited to continue serving our retail partners and consumers with safe, high-quality and sustainably-grown produce," Paivarinta said. "We remain focused on driving innovation, maintaining our commitment to excellence, and contributing to a healthier tomorrow through our Seed to Plate philosophy."

There's a lot of things going on in the industry right now, and one of the hot topics expected to be talked about is disease resistance within tomato varieties, particularly regarding the potential market influence for the upcoming season.

In 2023, Red Sun Farms remains dedicated to prioritizing food safety, maintaining exceptional quality and ensuring a year-round supply of fresh produce.

"We are committed to investing in sustainability and innovation as we strive to support our retail partners in achieving their goals and providing consumers with nutritious produce for a healthier future," Paivarinta said. "As part of our ongoing innovation initiatives, the Red Sun Farms team is actively working on improving existing tomato varieties while also exploring new varieties beyond the tomato category. By continuously innovating we aim to enhance the diversity and quality of our produce, offering consumers a wider range of options."

What's more, Paivarinta described the company's Seed to Plate commitment as unwavering.

"Red Sun Farms takes full ownership of every step in the process, from seed selection and

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propagation at our farms to greenhouse operations, harvesting, packing and distribution,” he said. “This comprehensive approach ensures that we have complete control over the quality and freshness of our greenhouse produce.”

The company continues to invest in innovation, technology and expansion growth to meet customer demands. For instance, Red Sun Farms recently acquired additional property for future expansion.

“Increased production capacity of tomato varieties was the largest driver for the acquisition,” Paivarinta said. “It’s a little early to share our plans in detail, but growth in at least two tomato categories is earmarked for that acreage.”

Red Sun Farms understands that SEPC serves as a platform to unite the produce community, facilitating the rekindling of established connections, the cultivation of fresh relationships, the promotion of education and the unification of the entire industry.

“A successful Southern Innovations means that we have reconnected with our retail partners, aligned on our approach in the last quarter of 2023 and opened communications on shared goals for 2024,” Paivarinta said. “We look forward to establishing new relationships that will be the foundation for continued growth and partnership into the coming years.”

[Keith Loria](#)

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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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