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Ocean Mist Farms debuted new trade show booth at IFPA

[Ocean Mist Farms](#), the leading grower and marketer of fresh artichokes in North America, debuted their new 30 x 30-foot booth at the International Fresh Produce Association's Global Produce & Floral tradeshow in Anaheim Oct. 19 – 21, 2023.

“As we are fast-approaching our centennial anniversary in 2024,” said Ocean Mist Farms President & CEO, Chris Drew. “We recognize this historical milestone is the perfect opportunity to assess where we are as a brand – and a company – and where we want to be going now and over the next hundred years. While we are very much rooted in history, we are focused on the future.”

“One of the many things we took a look at and evolved was our tradeshow booth.” Drew went on to note “We felt there was an opportunity for us to tell the story of this fourth generation legacy company in a more effective way, while better showcasing our growing and evolving product and value-added lines of fresh vegetables to our customers and potential customers,” Drew said.

“One of the objectives of this new booth, was for us to create an environment that was a reflection of our rich farming heritage,” Drew said. “To that end, we had live artichoke plants in the booth in custom-made planter boxes, which we went to great lengths to secure, transport and plant – the first time the company had successfully taken on this challenge.”

Additionally, the new booth featured six multi-media screens that played a seven-minute looped video that was newly produced for the show, taking viewers through virtually every facet of Ocean Mist's farming operation. From breathtaking aerial footage of the fields, to ground-level harvests of multiple products, to cooler footage including washing, weighing and packing value-added vegetable mixes into bags, and finally loading pallets onto trucks.

Booths reviews ranged from ‘better traffic flow,’ and ‘ease of viewing entire product line in bank of coolers,’ to ‘beautiful graphics.’ And, of course, much love and attention was paid to the new bright green 8-foot tall artichoke ornament in the airspace over the booth, clearly identifying Ocean Mist Farms as the artichoke industry leader that they are.

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