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Red Sun Farms introducing sweet mini peppers

By

Keith Loria

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[Red Sun Farms](#) is dedicated to providing a unique greenhouse experience at this year's New York Produce Show.

"The team is presenting fresh ideas, exciting developments in the mini pepper and mini cucumber category, as well as developments in the tomato category," said Harold Paivarinta, senior director of sales for the Kingsville, ON-based company. "As customers explore what's new and exceptional about Red Sun Farms, they'll uncover a world of innovation, a strong focus on quality, and a commitment to a sustainable future."

The company will be exhibiting at booth No. 305, where its sales team will be available to discuss the latest in greenhouse technologies, disease resistance and new varietal developments.

"The New York Produce Show continues to be an important show for our business, as it allows us to strengthen existing relationships and make new connections," Paivarinta said. "We always have a few surprises in store at our booth, so we invite people to come by and talk about greenhouse perfection that lasts all year long."

Among the topics the team expects to talk about on the show floor are disease resistance within tomato varieties, particularly regarding the potential market influence for the upcoming season.

"Furthermore, we are excited to introduce our latest variety innovation, TATAYOYO, a delightful assortment of sweet mini peppers that captivate with their distinct aromatics and exceptional flavor profile," Paivarinta said. "The upcoming Purple Tomato partnership aims to redefine the category, establishing a new benchmark for wellness-centric eating. Our team is excited to share the latest developments on this partnership."

To prepare for the show, the Red Sun Farms' team has informed their industry contacts about the event, and following those discussions, have synchronized their customer visits to the booth, creating opportunities for new connections while managing their schedules effectively.

Reflecting on the year, he noted that 2023 has been a challenging one for the greenhouse as the industry continues to face adversity in the cost of operations, material supplies, and labor. Red Sun Farms plans to continue overcoming these challenges as it prepares for 2024.

"From a market perspective, we have seen a shift from some of the specialty categories to the commodities as consumers try to adjust their budgets given the inflation changes and cost of living expenses," Paivarinta said. "The team has used this opportunity to identify efficiencies through technology and automation, as well as innovation in better yielding varieties. These changes are big steps, and take time to implement, but they are long term improvements that will ensure our

operations continue to survive in future markets.”

Red Sun Farms continues to invest in innovation, technology and expansion growth to meet customer demands.

“We have acquired additional property for future expansion,” Paivarinta said. “We increased production capacity of tomato varieties, which was the largest driver for the acquisition. It’s a little early to share our plans in detail, but growth in at least two tomato categories is earmarked for that acreage.”

Additionally, the company’s commitment to innovation, technology, and sustainability keeps it at the forefront of the industry, ready to meet the evolving needs of its partners and consumers.

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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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