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Volm prepared for Viva Fresh and CPMA show

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By

Keith Loria

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[Volm Cos.](#) has two big shows coming up with Viva Fresh and the Canadian Produce Marketing Association's 2024 Convention & Trade Show.



Marsha Pozza

“Volm is excited to sponsor this year’s Viva Fresh Open and the expo, as an opportunity for our customers to see how we value them and the state of the Texas fresh produce industry,” said Marsha Pozza, director of marketing for the Antigo, WI-based company. “We will exhibit and display some of our most popular packaging options and introduce our newest innovations in paper and more recycle-friendly consumer packaging.”

The company will be at booth No. 406, where it will share space with its long-time distributor partner — JR Produce Supply of south Texas — to offer supplies and packaging.

“Visitors can look forward to catching some video of our equipment solutions, which span entire packing line options,” Pozza said.

For CPMA, the company will promote alternatives to traditional plastic packaging, such as paper pillow packaging and HiC2/MDO fully recyclable pouches and films for produce.

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“Our Paper Pillow is featured within the New Product Showcase and with us in booth No. 837,” Pozza said. “Our equipment partners, Wyma Solutions of New Zealand, will join us, ready to speak about our latest automation solutions for post-harvest applications.”

Volm Cos. has experienced tremendous success and growth in its equipment footprint across Canada, with the most recent larger projects in carrots and potatoes.

“We will be ready to speak about our current machines and what’s in the pipeline for this year, including new solutions for paper bagging, carrot baling and more,” Pozza said.



Both shows are important to the company.

“Volm looks to use trade shows to reach many of our existing customers and provides opportunities to nurture those relationships we’ve built over the past,” Pozza said. “We hope our customers find value in not just our products but the service and value-adds we can bring to their operations.”

In 2024, there has been plenty of internal focus as the company looks to improve the Volm experience for its customers, the communities it serves and its employees.

“We are fully invested in being the one supplier our customers can trust to provide them with the best possible products, support and service after the sale,” Pozza said. “We aren’t the only supplier out there, but we want to be the best one.”

To be a success in the business, the company relies on being more than just a supplier to the industry.

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“When you listen to the voice of the customer and can deliver on your commitment to them, you’ve got a good thing happening here,” Pozza said. “Our customers range from growers and packers to sellers and buyers of produce. We look to them as partners, and when they realize we want to work together to develop solutions specific to their needs, we make a connection that will withstand the time and new challenges that arise.”

Volm was founded by Gerald Volm, who made it his life’s work to serve the customer (regardless of size) and the communities the company does business in.

“To be a servant to those around us, we believe we’ll add value to our customers and the industry,” Pozza said. “While we’ve stamped our footprint in specific commodities like onion, potato and citrus, we know our wide range of product solutions will work with other commodities and produce profiles. The challenge is marketing to and getting in the door with growers and shippers while we work to broaden our footprint.”

[Keith Loria](#)

About Keith Loria | 

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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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