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Malena Produce looks forward to celebrating 70th anniversary at IFPA Global

By

John Groh

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[Malena Produce](#), based in Nogales, AZ, is celebrating its 70th year in business this year and will continue the celebration at the upcoming IFPA Global Produce & Floral Show in Atlanta.

“We are looking forward to connecting with our longtime customers as well as meeting new ones at this year’s IFPA,” said John Davidson, director of sales, who joined Malena in June of this year.

Davidson will be making his debut as a member of the Malena team, and the company also will be introducing its new Allday branded packaging at the show as well.

With the show’s location in Atlanta, Davidson said Malena will have the opportunity to broaden its reach to the important East Coast market.

“Atlanta represents a great opportunity to connect with customers due to the close proximity to major East Coast markets,” he said. “We are always looking to increase our market share in the Southeast and other regions. Additionally, since the show happens at the beginning of a new season for us, we always look forward to reconnecting with contacts and talking about the future.”

Aside from the trade show, Davidson said Malena team members will participate in the networking and educational sessions to make the most of such an important industry event.

“And this year we are excited to participate as a team in the 5K Race for a Healthier World, and we hope to see our colleagues and friends there as well!”

[John Groh](#)

About John Groh |

John Groh graduated from the University of San Diego in 1989 with a bachelors of arts degree in English. Following a brief stint as a sportswriter covering the New York Giants football team, he joined The Produce News in 1995 as an assistant editor and worked his way up the ranks, becoming publisher in 2006. He and his wife, Mary Anne, live in northern New Jersey in the suburbs of New York City.

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