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Foundation for Fresh Produce, IFPA connect ag with innovation

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The Foundation for Fresh Produce and the International Fresh Produce Association announced the newest cohort of companies selected to participate in the 2025 Fresh Field Catalyst Accelerator, a flagship program designed to connect promising technology innovators with leaders from the fresh produce and floral industries.

This groundbreaking initiative is presented in partnership with Clemson University, the Foundation for Food & Agriculture Research and the U.S. Department of Agriculture. It is part of the USDA Foreign Agricultural Service's \$10 million Sustainable Packaging Innovation Lab, launched through the Assisting Specialty Crop Exports Initiative.

Launched in 2022, the Fresh Field Catalyst Accelerator continues to attract cutting-edge companies whose technologies address some of the most pressing challenges facing the global produce supply chain. The 2025 cohort represents a range of innovations focused on sustainable packaging, traceability, shelf-life extension and food waste reduction.

“Each year, we bring together a diverse group of innovative companies with real products that are on the forefront of food and ag innovation,” said Vonnie Estes, IFPA vice president of AgFood Tech Innovation. “This cohort exemplifies how technology can be a powerful catalyst in addressing key industry issues in packaging solutions replacing single-use packaging economically and sustainably while meeting worldwide import and export regulations.”

The 2025 Fresh Field Catalyst Accelerator cohort:

- Akorn Technology, Inc – Berkeley, CA
- SAVRpak – San Juan Capistrano, CA
- Corumat, Inc – Yakima, WA
- Kwik Lok – Yakima, WA
- Nat4Bio Corporation – San Francisco
- NNZ Inc – Lawrenceville, GA
- PakItGreen, Inc – East Lansing, MI
- Peelon – Austin, TX
- Sway – San Francisco

Throughout the program, cohort participants will engage directly with produce and floral industry leaders to explore how their technologies can be adapted or scaled for industry use. A highlight of the

program is the showcase at The Global Produce & Floral Show this October in Anaheim, CA.

“This program opens doors for collaboration and innovation that benefit the entire supply chain,” said Estes. “We’re excited to welcome these companies into the produce industry community and look forward to the impact they’ll make.”

This work is supported by the U.S. Department of Agriculture Foreign Agricultural Service through the Assisting Specialty Crop Exports Initiative, which addresses non-tariff trade barriers facing U.S. exports of fruits, vegetables and nuts to expand export opportunities for American farmers and businesses.

Photo: IFPA staff, 2025 Fresh Field Catalyst participants and Kevin Kelly, CEO of Emerald Packaging.

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