



## Press Release

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### PRESS RELEASE PERUVIAN ASPARAGUS IMPORTER'S ASSOCIATION ANNOUNCING PAIA CO-CHAIRMEN TERM 2026-2027

**FOR IMMEDIATE RELEASE:** December 8, 2025. At their annual association meeting in Anaheim, California, October 16, 2025, PAIA membership announced their co-chairmen for 2026-2027 term. Carlos Solf of Southern Specialties serves as the East Coast Chair, while Craig Rolandelli of Jacobs Malcolm & Burtt (JMB) serves as the West Coast Chair. According to Priscilla Lleras, Executive Director of the Peruvian Asparagus Importers Association, "PAIA Co-Chairmen provide strategic guidance to advance the asparagus trade industry and foster growth within the entire asparagus category." The PAIA Association Co-Chairmen are elected by their peers for a two-year (biennial) term. Having now been appointed for two consecutive terms, these co-chairs have demonstrated significant dedication and vision in supporting the industry's progress.

Established in 2001, the PAIA Association will commemorate 25 years of service to the industry in September 2026. Since its inception, the association has consistently demonstrated leadership within the asparagus trade sector, attributed largely to the dedication of its membership. "Our members are recognized leaders in the field; their commitment to the association directly contributes to our ongoing success and growth. The membership includes premier importers and key industry service providers. PAIA members are invested in the advancement of both the association and the industry, actively participating in our continuous development," notes Lleras.

The association continues to maintain a steady focus on initiatives aimed at advancing both the trade and the fresh asparagus market. Carlos Solf of Southern Specialties and PAIA Co-Chairman notes, "PAIA is a well-established organization that conducts comprehensive reviews of the fresh asparagus industry and addresses even the most complex challenges. This year, our efforts are concentrated on improving the logistics process for fresh Peruvian asparagus, and we are collaborating closely with relevant agencies to achieve this objective."

"Craig Rolandelli of Jacobs Malcolm & Burtt (JMB) and PAIA Co-Chairman adds, "A primary focus for PAIA is expanding market share and increasing per capita consumption. Asparagus is an inherently nutritious vegetable, easy to prepare, and offers diverse and convenient cooking options."

The 2026-27 PAIA membership in its entirety have the responsibility to carry the torch with consistency for the asparagus consumption initiative. This collective commitment extends beyond leadership, as every member shares a vital role in championing initiatives designed to boost awareness and appreciation for fresh asparagus. Through active participation in association programs, collaboration on innovative promotional strategies, and ongoing engagement with industry partners, the 2026-27

membership will be instrumental in sustaining momentum for increased consumption and advancing PAIA's mission to strengthen the market presence of asparagus throughout North America.

**PAIA Mission Statement:**

*The Peruvian Asparagus Importers Association (PAIA) is an organization of US companies involved in the trade of importing fresh Peruvian asparagus within North America. We are committed to improving the process and present a united forum through which dialogue and progress is achieved. We represent the industry to the trade and focus on issues of political and logistical importance.*

For more information about PAIA or Peruvian asparagus, please see their website at:

**<https://peruvianasparagusimportersassociation.com/>**

The association plans to focus even greater efforts in 2026 on spreading the positive word to trade press, retailers, and industry concerning the benefits of fresh asparagus. The association anticipates increasing consumption and demand for fresh asparagus in 2026 through articles, advertisements, direct-communication, and trade show participation.

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