

Press Release

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New Website Illustrates Work of Guatemalan Association - GPTA *Provides link for buyers, importers and exporters*

For immediate release --- July 17, 2018. The Guatemalan Produce Trade Association announces the launch of its website aimed at better linking buyers and importers of Guatemalan produce items.

“Our objective is to unite our industry in sourcing and promoting the highest quality fresh produce from Guatemala,” says Robert Colescott, Southern Specialties. “This new website is one step among several that we are taking to ensure reliable partners, excellence in the supply chain and ease of communication.”

GPTA represents a wide variety of produce items grown in Guatemala including raspberries, blackberries, strawberries, cantaloupe, watermelon, mango, papaya, bananas, pineapples, plantains, lychee, greenhouse heirloom tomatoes, green beans, sugar snaps, fresh peas, mini vegetables, broccoli and carrots. “People may know Guatemala as a source for one particular item but be surprised to find out the wider variety the country can ship,” says Priscilla Lleras-Bush, GPTA Director. “Our website will help further inform buyers who want to partner with first-class importers sourcing the freshest and safest quality from Guatemala.”

The website provides contacts for GPTA’s membership as well as additional information about Guatemala’s trade programs, category reports, press releases, trade shows and events where those interested can meet exceptional importers. “The site presents an easy way for buyers and others in the industry to link up to what we are doing in Guatemala and take the first step to explore additional programs,” says Jay Rodriguez, Crystal Valley Foods. “We look forward to discussing and implementing brand awareness, world class standards, promotion and interaction with government agencies.”

Membership in the association is open to anyone trading with or interested in sourcing Guatemalan product. “We invite industry members along the supply chain to join with us to take advantage of all that Guatemala has to offer now and is capable of in the future,” says Lleras-Bush. “The GPTA website will be the resource to U.S. buyers wanting to source high quality, safe produce from Guatemala.”

The website can be found at: guatemalaproducetradeassociation.com

The Guatemala Produce Trade Association (GPTA) aligns leading U.S. importers and industry service providers towards the goal of positively impacting trade of Guatemalan grown fruits and vegetables imported to the U.S.

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