

Discover the Fresh Opportunities from Guatemala and GPTA Membership

For immediate release—October 9, 2026:

Guatemala Produce Trade Association members will attend the 2027 Global Produce & Floral Show to network, build new connections, and discuss Guatemala's products for the upcoming season. GPTA Membership knows that this show is about strengthening relationships, market expansion and showcasing their brands from Guatemala. Hear what members have to say about:

1. What are your primary goals for participating in IFPA this year?

Katiana Valdes, Marketing Director, Crystal Valley Foods says, "IFPA is always a great opportunity for us to reconnect with our customers, strengthen existing partnerships, and explore new business opportunities. This year, we are especially excited to showcase the continued evolution of the Crystal Valley brand, our expanding product offerings, and the investments we are making in technology and innovation. We also look forward to highlighting the important role Guatemala plays in our business and the strong relationships we have built with our growers over the years."

Jessie Capote, CEO, JC Tropicals states, "Our main goal at the Global Produce & Floral Show this year is to bring attendees an immersive, refreshed tropical experience. We're here to educate and inspire retail and food service buyers to explore unique tropical produce varieties they haven't carried before—and show them how bringing these items to their store shelves can drive excitement and sales for their customers."

2. What new buyers, suppliers, products, or business opportunities do you hope to find at the show?

Robert Colescott, CEO, Southern Specialties, GPTA Co-Chairman, states, "Today's consumers are looking for freshness, convenience, variety and easy meal solutions. Southern Specialties helps retailers and foodservice operators capitalize on these trends with distinctive specialty vegetables that can differentiate your produce offering, expand assortment and create new selling opportunities."

Valdes adds, "Crystal Valley Foods personnel are always looking to connect with retailers, wholesalers, and foodservice partners that are interested in expanding their specialty produce programs. There are several opportunities with our Guatemalan products, especially French beans, where we are well positioned to support additional business and new programs. Our focus is on building long-term partnerships and developing programs that provide consistent quality and value to our customers."

3. What changes in Guatemalan products should attendees know about before the show?

Dan Wahl, Manager of Growers Are Us, says, "While El Niño has influenced—and will continue to influence—growing conditions, our dependable year-round programs remain well positioned to serve customers. Thanks to comprehensive irrigation across our growing operations, key products such as French beans, carrots, and broccolini have demonstrated strong resilience during periods

of high temperatures, helping us maintain quality, consistency, and reliable supply throughout the season.”

Capote states, “Our biggest update coming out of Guatemala this year is the new packaging technology for our rambutan program. We’ve transitioned our retail packs to Top Seal, which significantly improves product protection and helps extend shelf life. Rambutan is a delicate fruit, and supply chains are complex, but Top Seal is a huge step forward in delivering better product consistency. It allows us to expand our reach, ensuring retailers get a fresh, beautiful product even deeper into the U.S. market.”

Valdes explains “Guatemala continues to be an important growing region for specialty produce, although weather conditions have presented some challenges this year. Despite these challenges, our growers continue working hard to maintain quality and consistent supply.

4. What can buyers or suppliers discover by visiting you or your booth?

Colescott adds, “At Southern Specialties, we bring more than three decades of experience growing, sourcing, packing and delivering premium specialty produce from Guatemala to customers across North America. Our Guatemala portfolio features snow peas, sugar snap peas, French beans, English peas, baby carrots, Brussels sprouts, baby corn and other specialty vegetables—available in convenient retail bags, foodservice packs and bulk formats.”

Valdes exclaims “We are also excited about new opportunities with Guatemalan berries, which visitors will have a chance to see firsthand at our booth during the show. Guatemala remains a key part of our long-term growth strategy, and we continue working closely with our grower partners to strengthen and expand our programs.”

Wahl adds, “The Global Produce & Floral Show consistently offers valuable opportunities to connect with new buyers and expand our network. Our sugar snap pea, snow pea, French beans and broccolini programs give retail customers access to a distinctive selection of fresh produce.”

Michael Sullivan, President, AMS, states, “Guatemala has long been an important source of high-quality produce, and our programs proudly feature snow peas, sugar snap peas, rambutan and plantains. We offer retailers an exciting way to expand assortments, introduce shoppers to fresh flavors, and build produce programs that stand out in the marketplace. Retailers can count on AMS for a strong commitment to quality, dependable support, and programs designed to help drive customer interest and repeat purchases.

Guatemalan Produce Trade Association member companies will be ready to talk about what’s happening in Guatemala while at The Global Produce & Floral Show October 15 & 16, 2026.

Global Produce & Floral Show Booths and Booth Information

Visit Southern Specialties at IFPA Booth #1121 and discover how our Guatemala programs can bring something special to your produce department.

Visit JC Tropicals at IFPA Booth#1114 for turnkey merchandising setups designed to make tropical produce sell faster on your store shelves. We're here to be your go-to tropical advisors.

Visit Crystal Valley Foods at IFPA Global Produce & Floral Show, Booth #2457 and expect to learn more about the wide range of specialty produce Crystal Valley offers, including our established Guatemalan programs and our refreshed branding and packaging

GPTA Membership	Booth Number
Advance Customs Brokers	
Agricultural Marketing Services	
Maya Fresh/Ayco	1319
CarbAmericas (WW Frozen Foods)	3191
Crystal Valley Foods	2457
Customized Brokers/Crowley	2727
Growers Are Us	
Gurpa/Mex	
JC Tropicals	1114
Pure Fresh	
Seaboard Marine	3111
Southern Specialties	1121
The Perishable Specialist	