

ANNUAL REPORT 2024



2024 FPAA ANNUAL REPORT

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**Please join us at the 3rd Southwest International Produce Expo
& 56th Annual Desert Golf Classic!!!**

January 22-24, 2026

For Event Information:

Georgina Felix

gfelix@freshfrommexico.com

Allison Moore

amoore@freshfrommexico.com

See you in 2026!!!

www.swipeexpo.com

Dear Members,

We have heard resounding excitement from members about the new format of our SouthWest International Produce Expo (#SWIPE)!!! In its second year in Tucson, SWIPE is quickly becoming a regional must-attend show for buyers and sellers. This year we are also thrilled to be joining together with the Fresh Produce & Floral Council (FPFC) from California for the Desert Classic Golf Tournament as part of SWIPE. The FPFC's strong network of regional buyers will be a great addition to the event. This will hopefully lead to more collaboration in the future that brings you more access to the buying community.

After this year, SWIPE is moving to January! Mark your calendars for January 22-24, 2026. This will position SWIPE as the main show during that time of year, and it will give attendees from across the U.S. a chance to come to Arizona for warm sunshine and great networking. Members will have the advantage of purchasing their booth before sales open to the industry at large, and if you are exhibiting in 2024, you can renew your booth for 2026 during this year's expo. This will ensure FPAA members secure a great spot to reach key buyers that will be attending the event.

Please reach out to us by email at info@freshfrommexico.com or give us a call at 520-287-2707. We look forward to hearing from you & seeing you at the SWIPE & 56th Desert Golf Classic.

Sincerely,

FreshProduce®
ASSOCIATION OF THE AMERICAS

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SBRAGIA**
CHAIRMAN
Royal Sun Produce



**RAQUEL
ESPINOZA**
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TEAM FPAA!



**LANCE
JUNGMEYER**
President



ALLISON MOORE
Executive Vice President



GEORGINA FELIX
Director of Operations & Foreign Affairs



CONCHITA SINGH
Accounting & Human Resources



SAUL MACIAS III
Communications Coordinator



EILEEN DOMINGUEZ
Industry Outreach Coordinator

LEGAL & PROFESSIONAL TEAM

IN ORDER TO PROPERLY SERVE OUR MEMBERS AND ADVOCATE FOR THEIR INTERESTS, THE FPAA OFTEN UTILIZES TEAMS OF EXPERIENCED LEGAL AND ADVOCACY PROFESSIONALS. WE HAVE STRONG RELATIONSHIPS WITH OUR ADVOCACY AND LEGAL TEAMS, ENSURING EFFECTIVE, EFFICIENT, AND STRONG REPRESENTATION FOR OUR MEMBERS.

VERIDUS



JEFF SANDQUIST



JEREMY GERLACH



JASON BARRAZA

Arizona-based Veridus has a proven track record of achievement. The team shares more than an in-depth knowledge of the legislative process and decades of experience in lobbying, government relations, and public affairs. They bring dedication, creativity, and a focused pursuit of excellence that drives every project that Veridus takes on.

COOGAN AND MARTIN P.C.



ROBERT "KIP" C. MARTIN

In 2001, Kip Martin and his law partner, Daniel J. Coogan, formed Coogan & Martin, P.C. Throughout its history, the firm has been closely connected with international agricultural trade and with the produce industry in Nogales, Arizona. Mr. Martin and Mr. Coogan are also two of a handful of lawyers in the United States with an intimate working knowledge of administrative regulations and procedures under the Perishable Agricultural Commodities Act of 1930 ("PACA").



DANIEL J. COOGAN

HARRIS SLIWOSKI, LLP

Adams Lee brings a wealth of knowledge to Harris Sliwoski's international trade practice. He is adept at quickly evaluating strategic options and developing the best comprehensive legal approach in light of relevant policy and case law. Lee supports the FPAA and its members by providing an insightful and knowledgeable perspective on complex issues.



ADAMS LEE

BC CONSULTING

BC Consulting is a bipartisan, full-service government affairs and strategic consulting firm located in Washington, D.C. BC Consulting represents clients before the federal government, specializing in transportation, cross-border trade, agriculture and tax issues. BC Consulting is results-oriented with proven success in strategically positioning public policy initiatives on Capitol Hill and federal agencies.



BRITTON MULLEN

INDUSTRY PARTNERS



BTA Border Trade Alliance



INTERNATIONAL
FRESH PRODUCE
ASSOCIATION




ARIZONA CHAMBER
OF COMMERCE & INDUSTRY

CPMA



 **Greater Nogales**
Santa Cruz County
PORT AUTHORITY



FARMERS *for*
FREE TRADE

ARIZONA-MEXICO
COMMISSION



A Message from the President

LANCE JUNGMEYER

PRESIDENT OF THE FPAA

Dear Members of the Fresh Produce Association of the Americas,

On behalf of the Board of Directors, we are excited about the future of the Fresh Produce Association of the Americas (FPAA). While there are challenges ahead, the future is bright as FPAA helps expand networking opportunities with buyers through our SWIPE event, which exceeded all expectations in its inaugural run last year.

This year, the event is Nov. 7-9 at the JW Marriott Starr Pass in Tucson. The weather will be amazing, the golf is world-class and our buyer-to-exhibitor ratio promises to be among the best in the industry. You won't want to miss this. A reduced exhibitor rate is just one of the perks of membership in FPAA. Our annual meeting takes place at the same resort, Nov. 8, as part of the event. Mark your calendar. Join your peers and hear about the great work FPAA is doing for your business.

For 2024-25, you can count on continued strong work in the advocacy area. The challenges are many. Both Democrats and Republicans are trending anti-trade, which means FPAA's role is more vital than ever as we defend against warrantless accusations and trade investigations that could derail your business. Defending market access for your fresh fruits and vegetables is job No. 1. Let us know how we can help.

Speaking of advocacy, our 2024 Spring Policy Summit was our best-attended to-date. Those in the room were able to share their thoughts on policy with key leaders from U.S. Department of Agriculture, Food and Drug Administration, US Customs and Border Protection and more. Plan for this event on April 2, 2025, again at Tubac Resort, just up the road from Nogales.



A Message from the President continued...

LANCE JUNGMEYER PRESIDENT OF THE FPAA

Earlier this year, we led a March on Phoenix, to advocate for the interests of our Arizona members. This event was well-attended, and we met with the key members of the Legislature and Arizona Department of Transportation, among others. This preceded our successful meeting with Arizona Governor Katie Hobbs, when she visited FPAA's office and met with leaders from the FPAA Board of Directors. If your business operates in Arizona, plan to join us in early 2025 as we march again. Watch the FPAA Member Update for details.

Last year, we held a Policy Summit in South Texas, and we are looking for more opportunities to bring our networking and education events to Texas and California. All in all, the future is looking pretty good. But it would not be as bright without you. That's why your membership in the FPAA is so important.

When your company stands with like-minded peer companies, advocating for what is best for the industry as a whole, together we can make all the difference in your business.

That's the major benefit of being part of the FPAA, and we appreciate the trust you have put in our organization.

Sincerely,

A handwritten signature in dark ink, appearing to be 'LJ', written over a light gray background.

Lance Jungmeyer
President

Fresh Produce Association of the Americas



A Word from the Chairman

ROD SBRAGIA
ROYAL SUN PRODUCE

Dear Members,

As I finish my term as Chairman for the Fresh Produce Association of the Americas, I wanted to take time to reflect on key elements we have accomplished in the four years I served as Chairman-Elect, and Chairman.

It has been an exciting, and sometimes tumultuous period for our association, but I believe strong leadership from the Board of Directors, staff, outside consultants, and our members at large, has made this period a successful one for all of us.

We embarked on a new chapter in our association's history last year with our introduction of our newly formatted, and desirably located, SouthWest International Produce Exposition (SWIPE). The SWIPE event brought together Retail and Foodservice buyers from across the country to meet with American Companies engaged in the import and distribution of fresh produce from Mexico, and Latin America.

The first show was an unmitigated success, with numerous buyers praising the new format and location as being more desirable, appropriate, informative, and consistent with shows they normally attend. All our educational sessions were standing room only, and we have allocated more space for this year's event to be held at the JW Marriott – Starr Pass Resort, November 7th-9th. Attendance at our Thursday, and Friday night parties was very robust and provided those attendees the opportunity to expand, and discuss what was learned in our sessions, along with the opportunity to meet our members and their staff.

Without question though, the highlight of the weekend was the Exposition itself. Over 40 companies exhibited their products and services, and provided our guests with a wealth of information, fostering relationships, and forming what will be the foundations of future business.

We also grew as an association by engaging in a Strategic Review of our association in the fall of 2022. In this review we identified four key areas for focus and improvement. Member Footprint and Resources, Connection and Community, Market Access, and Communication of Value. The outcome of the process gave us the direction most members felt would move us forward, and strengthen our association now, and for the future.

One of the key elements was the need to recognize the evolving nature of how, and where our members products are imported into the United States. I think we all understand how important crossings all along the Southwestern border have become for logistical viability of our members products in various regions of the country but, especially to East coast markets.



A Word from the Chairman continued...

ROD SBRAGIA
ROYAL SUN PRODUCE

We developed a new fee structure to take those crossings into account, and now collect fees on our members' crossings across the Southern Border. The new fee structure has also given us the opportunity to engage with distributors along the border that previously were not members of our association, and tell them our story, and what we "Bring to the Table".

This new structure was devised to recognize our Associations key advantage in maintaining Market Access for our members, old, and new. It also provided the necessary revenue for continued operations while reducing the overall burden on our larger members by setting a maximum cap for fees on an annual basis.

We continue to confront, on an almost daily basis, challenges from domestic growers who charge Mexico has an unfair advantage in the fresh produce market. We always respond with the same general message, "We Do It Better."

Over the past few years, we faced possible trade sanctions on Bell peppers, Cucumbers, Squash, Blueberries, and Strawberries. With the benefit of strong collaborations with our members and other trade associations we have strong ties with, we were positioned to address these types of issues. We, in direct testimony to the International Trade Commission (ITC) beat back these potential restrictions to fair trade and market access. We continue to fight to maintain the Tomato Suspension Agreement of 2019, and its terms, to stay in place, even as domestic growers push for its demise. I hope all understand we continue this fight to avoid the potential financial hardships that would be imposed on our members by the imposition of duties on imported tomatoes.

I want to thank all our members for giving me their trust to lead our association. I have been a member of the Association for over 25 years and have been active on the Board of Directors for 20. I hope I have served all of you well and thank you again for the opportunity, and experience.

Sincerely,

Rod Sbragia
GM & Sales Director, Royal Sun Produce LLC.
Chairman, Fresh Produce Association of the Americas

Arizona Advocacy



Arizona Highlights: Governor Hobbs Visits FPAA Offices

The Fresh Produce Association of the Americas was founded in Arizona, with headquarters in Nogales, since 1944. FPAA members have a long history of working on state-level issues in Arizona, and our collaboration with state officials reflects that long history.

2024 started off as an especially momentous year because the Governor of Arizona spent the better part of the day with the FPAA in the FPAA office and at an area business leaders' roundtable.

On January 25, 2024, FPAA board members had a roundtable meeting with Governor Katie Hobbs and her team. With a panel discussion including leaders like Rod Sbragia, Walter Ram, Matt Mandel, Javier Badillo, Jose Antonio Martinez, Kyle McGrath, and James Martin, the Tomato Suspension Agreement (TSA) took center stage along with discussions about ports of entry, staffing, area transportation needs, and more.

Governor Hobbs opened the floor with remarks about the importance of the produce industry and trade. Additionally, Chief Executive Officer Paul Brierley from the Arizona Department of Agriculture (ADA) talked about the important role Nogales plays for the ADA.



At the FPAA office, Arizona Gov. Katie Hobbs shows off Mexican vine-ripe tomatoes, along with FPAA members, local leaders and the Governor's team

Arizona Advocacy



FPAA Tomato Division Chairman Javier Badillo memorably demonstrated to the governor the difference in flavor, texture and appearance between Mexican vine-ripe tomatoes and mature-green tomatoes that are sold in the Southeast, including Florida.

The FPAA also was honored to have the Governor's staff, including Billy Kovacs, Will Greene, and Marisol Flores Aguirre actively participating in discussions.

The heart of the dialogue featured insights from industry experts exploring the nuances of the 2019 TSA. FPAA President Lance Jungmeyer, Executive Vice President Allison Moore and Director of Operations and International Affairs Georgina Felix, added depth to the conversation, emphasizing the important role FPAA members play in providing fresh produce to North America.

The session not only underscored Governor Hobbs' support for the TSA but also showcased her dedication to addressing local challenges, such as infrastructure and CBP staffing issues.

The Governor's visit continued with a journey through the center of Arizona's produce industry, with a tour of the Divine Flavor warehouse. Jose Antonio Martinez, COO and General Manager led a tour through the world of produce logistics and shed light on quality inspections that the industry conducts in coordination with both the Arizona and the U.S. Department of Agriculture. Martinez and others discussed the importance of innovation at the ADA in implementing electronic tablets to assist with inspections.

From Divine Flavor, the Governor and her team transitioned to the DeConcini Port of Entry in Nogales, Arizona, setting the stage for a compelling roundtable discussion that included FPAA, the Port Authority and other stakeholders.



FPAA Tomato Division Chairman Javier Badillo explained to Arizona Gov. Katie Hobbs and Department of Agriculture Director Paul Brierly the difference between vine-ripened tomatoes and mature green tomatoes.

Arizona Advocacy



During her visit to Nogales, Arizona, Gov. Katie Hobbs viewed the FPAA Historical Gallery, met with the FPAA Board of Directors, visited Customs and Border Protection, and toured the warehouse of FPAA Member Divine Flavor.



Arizona Advocacy



Arizona's Senators Deliver on I-10 Expansion to Expedite Truck Traffic

The final 26 miles of Interstate 10 (I-10) between Phoenix and Tucson will be expanded from a two-lane to a three-lane freeway thanks to an investment of \$95 million from the Bipartisan Infrastructure Law led by Senator Kyrsten Sinema and shaped by Senator Mark Kelly.

The highly-anticipated investment will increase efficiency, reduce traffic, and enhance safety—all while creating good-paying jobs and boosting economic opportunities in a crucial transportation corridor that moves tens of millions of people and over \$40 billion in goods every year.

FPAA among Finalists for \$250,000 I-19 Corridor Grant

FPAA submitted a grant proposal, as part of a larger, \$5 million assemblage of grants from Santa Cruz County and Pima County.

Within the larger grant package, FPAA applied for \$250,000 to support a 2-year program entitled: “Accelerating Tech Opportunities in Produce Warehouses, including AI, Optics and Automated Systems.”

FPAA and the I-19 Corridor group were among 6 finalist groups. Unfortunately, our group was not selected for the final grant. However, the FPAA and local leaders have continued to work together to find ways to bring important training and workforce development resources to the area.

Arizona Advocacy



FPAA March on Phoenix

On Jan. 23, 2024, FPAA made waves at the State Capitol during a series of insightful meetings with influential figures, including Governor's Staff Jen Loredo, Billy Kovacs & Will Greene, Senate President Warren Petersen, Sen. TJ Shope, and others.

The highlight of the week was our spirited March on Phoenix, a powerful demonstration of our commitment to keeping FPAA's priorities at the forefront of legislative minds. Notably, our visit in 2023 secured partial funding commitments for Santa Cruz County's significant Rio Rico/Ruby Road, Frontage Road project.

Engaging with leaders like Rep. Consuelo Hernandez, Rep. Stephanie Stahl Hamilton, Rep. John Kavanagh, Minority Leader Mitzi Epstein, Sen. Rosanna Gabaldon, Rep. Steve Montenegro, and Director Jennifer Toth from ADOT further solidified our presence and influence.

FPAA Participants included; FPAA Chairwoman-elect Raquel Espinoza of Produce House, Esteban Paz of Produce House, Board member James Martin of Wilson Produce, and Guillermo Valencia of Valencia International. From Veridus; Jeff Sandquist and Jeremy Gerlach. FPAA staff included; President Lance Jungmeyer, Executive Vice President Allison Moore, and Communications Coordinator Saul Macias.



Left: FPAA met with Jen Loredo, Deputy Chief of Staff for the Governor, and Billy Kovacs, Federal Affairs Director for the Governor.

Right: FPAA met with Arizona Senate President Warren Peterson.



Arizona Advocacy



During the Phoenix Advocacy Day, FPAA met with Representative Steve Montenegro (top), Senator John Kavanagh (middle), and Jennifer Toth, Director of the Arizona Department of Transportation.



Southwest Advocacy

FPAA Recruiting Trip to McAllen, Texas

FPAA visited with prospective member companies in South Texas, including Bonanza and GR Fresh, as pictured.

The FPAA meetings were led by Acting-Chairperson Raquel Espinoza of Produce House, along with FPAA President Lance Jungmeyer and John Toner, Director of Business Development, East of the Rockies including Arizona.

FPAA was pleased to engage with numerous companies about the challenges and opportunities facing their industry.



Washington D.C. Advocacy

Advocacy In Person and On the Road

Each year, the FPAA travels regularly to Washington, DC to meet with Members of Congress, allied organizations, regulators in agencies like the U.S. Department of Agriculture, the U.S. Department of Commerce, the U.S. Trade Representative, U.S. Customs and Border Protection, the Mexican Embassy, and others.

The FPAA has historically hosted a Policy Summit in Arizona in the spring of each year where we bring together members of the industry and officials from all levels of government. In 2023, the FPAA also hosted its first-ever Policy Summit in McAllen, Texas.

The FPAA also hosts Members of Congress and others on official visits to learn more about the border, FPAA member businesses, trade, and agriculture. This outreach across the border and in Washington, DC is vital in fighting on behalf of members in enhancing trade, improving the function of our ports of entry, making positive changes in government oversight, and more.

Following are some of the things the FPAA has been doing on the road and along the border.



Visiting Washington, DC, as part of a coalition can be helpful to FPAA's strategy. Here, FPAA, the Border Trade Alliance and the National CustomHouse Brokers Association met with Texas Representative Henry Cuellar.

Washington D.C. Advocacy

September 12-14, 2023: FPAA Members Travel to Washington DC

Each year, FPAA members and staff have an official fly-in to Washington, DC to advocate for members. During the September 2023 trip, FPAA met with several Members of Congress, the U.S. Department of Agriculture, and the Mexican Embassy's Agricultural Attache. The FPAA delegation spoke about the importance of trade, CBP officer staffing at ports of entry, improving ports of entry to have cold inspection facilities for highly perishable items, and the importance of maintaining the Tomato Suspension Agreement.

FPAA members meeting face-to-face with Members of Congress goes a long way in pushing Congress to work on behalf of their constituents. These were the Congressional offices that the FPAA team met with in September of 2023:

Office of Senator Kyrsten Sinema (I-AZ), Office of Senator Mark Kelly (D-AZ), Congresswoman Debbie Lesko and Staff, Office of Congressman Eli Crane (R-AZ), Office of Congressman Vicente Gonzalez (D-TX), Office of Congressman Ruben Gallego (D-AZ), Congressman Henry Cuellar (D-TX), Congressman Tony Gonzales (R-TX), Office of Congressman Andy Biggs (R-AZ), Office of Congressman Juan Ciscomani (R-AZ), Office of Congressman Greg Stanton (D-AZ), Congressman Gabe Vasquez (D-NM), and Office of Senator Ben Ray Lujan (D-NM).

The FPAA group meeting with USDA Specialty Crops Division discussed ramifications to the industry if Commerce cancels the Tomato Suspension Agreement. The FPAA also raised several outstanding issues with inspection clarifications on bulk medley tomatoes and sliced or diced tomatoes, and they discussed conflicts between the existing grape grade standards and new grape varieties on the market now.

During the Produce Industry March on the Hill, FPAA met with Congressman Gabe Vasquez (NM).



Washington D.C. Advocacy

September 18, 2023: FPAA Staff and Members Meet with FDA

FDA participants included leadership from the Office of Food Safety, Centers for Food Safety and Applied Nutrition (CFSAN), and the Coordinated Outbreak Response and Evaluation Network (CORE). Participants discussed the reorganization at FDA under a Deputy Commissioner for Human Foods, including the proposed shift of FDA Office of Food Safety functions under a new Deputy Commissioner. The FPAA reiterated how important it is for the new office to continue to coordinate with the Office of Regulatory Affairs Division of Import Operations given that they are the enforcement arm of the policies and regulations that FDA's scientists and food safety teams develop.

The group also discussed the ongoing collaboration between FDA, Mexico's food safety officials in SENASICA-SADER, and Mexico's health department officials in COFEPRIS.

December 5-6, 2023: FPAA Hosted Texas Policy Summit in McAllen, TX

The FPAA held its first Texas Policy Summit on December 5-6, 2023. This event represented a significant achievement for FPAA, uniting members, government officials, and major stakeholders from the South Texas region.

Some of the event's focal points were the Tomato Suspension Agreement, the Federal Policy Outlook, and a "Hot Topics Panel," featuring notable figures such as Hidalgo/Pharr POE Assistant Port Director Andres Vega and Supervisor of Agriculture Operations Thomas M. Garcia both of U.S. Customs and Border Protection, Richard Ruiz of the Texas Cooperative Inspection Program, and FDA's Ashley Campbell.



Over 30 people attended FPAA's first ever Texas Policy Conference in December 2023. Afterward, a tour was offered at the Marengo Foods warehouse in Pharr.

Washington D.C. Advocacy



FPAA was pleased to be among the very few groups allowed to tour the Pharr, Texas Port of Entry.

January 2024: FPAA Members Meet with Congressman Ruben Gallego at Member's Warehouse

The meeting was a significant opportunity for various companies across the supply chain to discuss crucial issues. They called attention to the importance of maintaining the Tomato Suspension Agreement, emphasizing its role in the industry.

Additionally, the group addressed the need for increased staffing and resources at ports of entry, a critical factor for the efficient handling of produce.



FPAA Staff and Members Meet with Congressman Ruben Gallego at Grower Alliance's warehouse.

Washington D.C. Advocacy

February 8, 2024: FPAA, Port Authority Speak on Panel Before Members of House Western Caucus

Allison Moore of the FPAA joined Josh Rubin, chairman of the Greater Nogales Santa Cruz County Port Authority and representing the maquila industry, and Luis Ramirez of Ramirez Advisors, an advisor to the Port Authority, on a panel hosted by Arizona Congressman Juan Ciscomani and the chairman of the Congressional Western Caucus, Congressman Dan Newhouse of Washington state. In attendance were approximately 15 Members of Congress from the Western U.S. and their staff. The industry panelists talked about the importance of trade to the U.S. economy, detailing its benefits not only along the border but across the U.S.



FPAA and the Greater Nogales and Santa Cruz County Port Authority met with Congressman Juan Ciscomani and Congressman Dan Newhouse.

February 2024: FPAA Attends Congressional Ag Trade Caucus Launch Event in Washington, DC

Lance Jungmeyer of the FPAA attended an event to launch a new Agriculture Trade Caucus in Congress. The Caucus was a key initiative by Farmers for Free Trade, an organization that FPAA participates in with other ag trade groups in order to advance the importance of trade in agriculture in Congress and other government officials. Caucus co-chairs are Representative Adrian Smith of Nebraska, Representatives Jim Costa and Jimmy Paneta of California, and Representative Dusty Johnson of South Dakota. The Caucus will be an important nexus for discussion of new trade agreements and renegotiation of existing agreements such as the USMCA.

Washington D.C. Advocacy

April 3, 2024: FPAA Hosts Policy Summit in Arizona

The FPAA hosted another successful Policy Summit in Arizona, bringing together officials from CBP, the offices of Senator Mark Kelly and Senator Kyrsten Sinema, the Office of Arizona Governor Katie Hobbs, the Arizona Department of Transportation, the Food and Drug Administration, Mexico's Department of Agriculture, USDA's Animal Plant Health Inspection Agency, the Canadian Produce Marketing Association, the Border Trade Alliance, and more.



At FPAA's 2024 Spring Policy Summit, attendance was the highest ever, at about 130 people. FPAA hosted speakers from USDA, CBP and the Wilson Center, among others.

Washington D.C. Advocacy

April 26, 2024: FPAA Participates in Bipartisan Policy Center Congressional Visit to Santa Cruz County

Allison Moore of the FPAA along with several members from the Greater Nogales Santa Cruz County Port Authority attended a dinner event as part of a Congressional visit to the region to tour the border and learn from local communities. The visit was organized by the Bipartisan Policy Center, and the Members of Congress in attendance included Representative Juan Ciscomani (R-AZ-6), Representative Greg Stanton (D-AZ-4), Representative Nikki Budzinski (D-IL-13), Representative Young Kim (R-CA-40), Representative Eric Sorensen (D-IL-17), and Representative Nick LaLota (R-NY-1).

Allison discussed the importance of staffing ports of entry with sufficient CBP officers and ending the policy of diverting CBP officers from the ports to assist with migrant processing and other non-port functions. Other issues discussed included giving CBP ownership of their ports of entry and removing the General Services Administration as a landlord, removing barriers to efficiently and affordably updating and improving ports of entry.

May 21, 2024: FPAA Delegation Engages in USMCA Trade Talks in Phoenix

Attending a meeting with important ramifications for USMCA were FPAA Chairman Rod Sbragia, Matt Mandel, the FPAA's representative on the Greater Nogales Santa Cruz County Port Authority, and Allison Moore of the FPAA, along with Guillermo Valencia of the Nogales U.S. Custom House Brokers Association, and the leaders of the Free Trade Commission of the U.S. Mexico Canada Agreement (USMCA). The Free Trade Commission is comprised of the three chief negotiators from the respective USMCA countries, U.S. Trade Representative Katherine Tai, Mary Ng, Canada's Minister of Export Promotion, International Trade and Economic Development, and Mexico's Economy Secretary Raquel Buenrostro.



FPAA met with Katherine Tai, the U.S. Trade Representative and with Mary Ng, the Minister of Export Promotion and International Trade of Canada, who both sit on the Free Trade Commission of the USMCA

Washington D.C. Advocacy

The FPAA delegation also had the opportunity to speak with the three ministers to reiterate the importance of produce from Mexico for the U.S. economy, U.S. jobs, and food security, especially in times of changing weather patterns that have impacted regional producers. The FPAA also reiterated the importance of maintaining the Tomato Suspension Agreement for U.S. companies and growers in Mexico. Speaking with Minister Ng from Canada, the FPAA reiterated the close relationship that many companies have with Canadian produce companies as suppliers of fresh produce have moved towards full North American integration in supplies of fresh produce. In addition to other trade-related policy issues the FPAA addressed, all attendees spoke about the need for better resources at the border to facilitate the flow of trade between the three USMCA countries.

The FPAA also met with several other member of the USTR's office, including Braeden Young, the Director for Mexico and the Caribbean, Brenna Dougan, Deputy Assistant U.S. Trade Representative for Labor Affairs, and Andrea Rojas, the Director for Labor Affairs. Also in attendance were Cynthia Aragon, Executive Director for the Advocacy, Global Markets, US International Trade Administration and Executive Director Paul Brierley of the Arizona Department of Agriculture.



*Mexico, the U.S., and Canada's Free Trade
Commission for administering USMCA*

Washington D.C. Advocacy

June 13, 2024: FPAA Members and Staff Returned to Washington, DC

During the June Washington Fly-In, the FPAA delegation focused on several critical issues, including: Updates on the Tomato Suspension Agreement issue. Trade and its importance to the U.S.; CBP Ports of Entry, Staffing, and Port Design Changes; and USDA AMS items including Market News reporting, quality inspections, and Section 8(e) compliance oversight.

The FPAA had productive meetings with key policymakers such as Congressman David Schweikert (R-AZ), Congressman Henry Cuellar (D-TX), Congressman Ruben Gallego (D-AZ), Congressman Greg Stanton, Congressman Juan Ciscomani (R-AZ), Congressman Juan Vargas (D-AZ), Congressman Tony Gonzales (R-TX), Congressman Paul Gosar (R-AZ), Congressman Vicente Gonzalez (D-TX), and Senator John Cornyn (R-TX).



FPAA Delegation Marching on Capitol Hill

Washington D.C. Advocacy

June 18, 2024: FPAA Meets with USDA APHIS on Inspection Issues in Mexico and ToBRFV

During the June meeting, the FPAA spoke with APHIS about how the mango industry and APHIS could coordinate to have Sunday coverage of some certified mango packinghouses in Mexico given the limited number of APHIS inspectors and the available work hours and geographic challenges between facilities. The FPAA also discussed isolated issues that happened in June that impacted avocado and mango packinghouses in Michoacan following a security issue for some AHPIS staff in the state. The FPAA reiterated that the safety of the inspector was the main priority and thanked APHIS for their close discussions with Mexican officials to come to a good resolution.

The FPAA also reiterated their support of the APHIS decision to cease inspections of imported tomatoes specifically for the Tomato Brown Rugose Fruit Virus (ToBRFV) following findings in their risk assessment that stated tomatoes sold at retail were not likely a threat to commercially grown tomatoes in the U.S.

June 2024: FPAA Attends BTA Conference, Wilson Center Event in Washington, DC

Lance Jungmeyer of the FPAA attended the 10th Annual Building a More Competitive US-Mexico Border Conference, where Representatives Henry Cuellar (D-TX), Lou Correa (D-CA), and Greg Stanton (D-TX) highlighted the critical importance of fostering strong bilateral trade relationships. Their discussion included a recent bipartisan trip to Nogales in which FPAA participated. In addition, FPAA met with Rep. Vicente Gonzalez (D-TX) to discuss the border.



Left: During the board meeting of the Border Trade Alliance, FPAA met with Rep. Vicente Gonzalez (D-TX).

Right: The Wilson Center hosts the annual "Building a Competitive US-Mexico Border" conference. A panel there included: Representatives Henry Cuellar (D-TX), Lou Correa (D-CA) and Greg Stanton (D-AZ).

Washington D.C. Advocacy

July 25, 2024: FPAA Attends White House Southwest Regional Business Briefing:

The FPAA was invited by the White House to a Southwest Regional Business Briefing. The meeting, July 25 in Washington, DC, included about 40 business leaders from the Southwest, and featured presentations from the following:

- Isabel Guzman, Administrator, US Small Business Administration
- John Podesta, White House Senior Advisor to the President on Clean Energy Innovation and Implementation
- Wally Adeyemo, Deputy Secretary, US Department of the Treasury



Speakers at the White House Small Business briefing included (from left): Isabel Guzman, Administrator, US Small Business Administration; John Podesta, White House Senior Advisor to the President on Clean Energy Innovation and Implementation; and Wally Adeyemo, Deputy Secretary, US Department of the Treasury



Other Successes and Updates from Washington, DC

FPAA Selected for Seat on USTR Advisory Panel

When the USTR rejected the Florida Section 301 petition in 2022 that would have put duties on all imported produce from Mexico, the USTR announced they would create the Seasonal and Perishable Agricultural Products Advisory Committee for southeast growers. Since that time, the FPAA, working with both Arizona Senators, continued to reiterate that any trade advisory panel must include a representation of the entire industry, not just southeast producers.

On May 30, 2024, thanks to the continued efforts from Congressional allies, Lance Jungmeyer of the FPAA was chosen as a member of the advisory committee, the only member not from the southeast.

FPAA Joins Sustainable Produce Packaging Alignment for North America (SPPA)

The FPAA has joined the SPPA, a working group including the Canadian Produce Marketing Association (CPMA) and Western Growers Association (WGA) to address the evolving landscape of packing requirements that are being imposed across North America. The group aims to align on scientifically sound, achievable, and sustainable fresh produce packaging guidelines for the fresh produce industry and its retail partners in North America. The group also aims to create a cohesive partnership throughout the North American fresh produce industry supply chain industry to find viable solutions to sustainable fresh produce packaging outcomes.

FPAA Works with CBP to Update Southwest Port Design Standards To Improve Inspection Process for Cold Chains

After many discussions with the FPAA, U.S. Customs and Border Protection (CBP) has updated design standards of ports of entry, requiring cold inspection enclosed dock spaces for inspections of goods that CBP examines for entry into the U.S. This change is important along the southwest border for helping maintain the cold chain for temperature sensitive, perishable items handled by FPAA members.

During some of the FPAA's Washington meetings in June, several Congressional offices also suggested steps that would help identify funding to retrofit cold inspection spaces at existing ports of entry in addition to the new requirements from CBP for all future port projects.



Washington D.C. Advocacy

FPAA Works with FDA to Identify and Address Delays in Pesticide Lab Sample Results

In 2024, the FPAA heard from some members that pesticide samples had been taking longer with the Food and Drug Administration (FDA) than they normally had taken. The FPAA asked FDA for information on what might be causing the increased delays. After some examination, the FDA did state that there had been some increased lab test turnaround times, and they have started discussions internally to address the delays. This resulted in internal changes at FDA to eliminate the additional delays.

FPAA Partners with FDA on Information Sharing

The FPAA works closely with the FDA to share information with the industry when FDA detects weather patterns that could have an impact on food safety, such as flooding events. For example, the FPAA shared information from FDA following Hurricane Norma on a reminder for guidance for flood-affected food crops. Additionally, FDA has reached out to the FPAA when they have questions about the supply chain and specific commodities.

USDA-APHIS Drops ToBRFV Tomato & Pepper Fruit Inspections, Responding to FPAA Concerns

After years of the FPAA and others in the industry pushing, the U.S. Department of Agriculture's Plant Health Inspection Service (USDA APHIS) published an updated risk assessment on tomatoes and peppers and the spread of Tomato Brown Rugose Fruit Virus (ToBRFV). The risk assessment found that tomatoes and peppers for consumption do not constitute a significant pathway for introduction of ToBRFV into U.S. commercial tomato and pepper farms. From that, the FPAA submitted comments to USDA APHIS in support of a proposal to eliminate the border inspections of tomatoes and peppers for consumption which were started in November 2019.

In the comments, the FPAA argued that "Any option that moves forward with continued restriction of tomato and pepper fruit would place an unwarranted burden on U.S. importers and their grower suppliers in Mexico. This would likely result in rejections of shipments that pose no risk to U.S. commercial production, an action that is not only wasteful but is not supported by science.

Phytosanitary restrictions should continue to be supported by science, not political or trade disagreements, nor attempts to erect non-tariff trade barriers in a given country. The results of USDA's PRA related to tomatoes and bell peppers clearly support eliminating the inspections for fruit. The FPAA strongly urges USDA APHIS to implement measures that are fully supported by their own research."

On June 17, 2024, USDA APHIS announced an end to the inspections of tomatoes and peppers, instead focusing on the areas of greater risk, including commercial seeds and plant materials.



Washington D.C. Advocacy

FPAF Submits Comments to USDA on Specialty Crop Competitiveness Initiative

The FPAF responded to a request for comment from USDA outlining ways to make specialty crops more competitive. The FPAF comments specifically mentioned the many challenges facing the specialty crop industry in the U.S. other than trade and imports. Often poor performance is blamed on imports when things like weather, technology adoption, and other issues are to blame.

FPAF Raised Concerns About Texas Truck Inspections Impacting Trade

The truck inspections that the Texas Department of Public Safety conducted in 2023 at the international bridges to raise awareness about border migrant issues caused significant backlogs in trucks crossing the border.

The FPAF's Lance Jungmeyer, acting as chairman of the Border Trade Alliance, worked with other BTA members to continue to press Gov. Abbott's office not to reinstitute these expensive and duplicative inspections. In a press release, the BTA stated,

"The Border Trade Alliance on multiple occasions has urged the Abbott administration to cease its expensive, duplicative inspections of commercial vehicles that are causing significant delays near Texas' international bridges. If history is any guide, then this latest round of inspections in Laredo will lead to severe backups and congestion around the bridge, harming already strained supply chains. Shipping delays put upward pressure on costs, which will only harm Texas consumers and degrade the state's standing as a trade leader.

"This latest round of inspections will cause more harm than good and risks undermining the working relationship between Texas and its Mexican neighbors at a time when we need greater collaboration and cooperation. The governor should end these unnecessary inspections immediately."



Tomato Suspension Agreement



Tomato Suspension Agreement – FPAA Champions Members and Trade in Face of Tomato Suspension Agreement Fight

Throughout the course of a year, there are many routine issues that come up related to the Tomato Suspension Agreement. From answering member questions, and conducting one-on-one refresher trainings with member companies, to asking for technical clarifications from Commerce and the USDA, the FPAA staff is always ready to help keep the agreement working.

Last year was far from routine, however, as the FPAA and industry allies pushed back on more attacks from Florida marketers attempting to terminate the Tomato Suspension Agreement. At the heart of the issue, Florida marketers of tomatoes want to force U.S. importers and consumers to pay duties on imported tomatoes because Florida is unable to grow the varieties that make other growing areas more competitive in the market. Without investments in technology, like greenhouses and protected agriculture, and with continuing labor shortages, pest pressures, development encroaching on ag land, and unpredictable weather challenges, Florida is simply unable to compete with growing regions that have evolved to grow tomatoes that consumers demand.

Why The Agreement is Important for U.S. Companies:

U.S. companies have diversified how they do business to bring U.S. consumers high-quality vine ripe tomatoes, including partnering with growers in Mexico. This allows companies to use greenhouses and other protected agriculture technology to reliably provide a variety of tomatoes, including grape and cherry tomatoes, vine ripe romas, tomatoes on the vine, and more.

A study recently completed by Texas A&M shows that fresh tomatoes imported from Mexico generate approximately \$2.74 billion in direct economic output for the U.S. economy and create more than 49,000 full and part time jobs. Many of those jobs are located in border counties along the entire Southwest border. The Tomato Suspension Agreement has been important in bringing stability to the U.S. tomato market since 1996. Each five years the agreement is reviewed and modified during a Sunset Review, most recently in 2019.

FPAA Rallied Strong Opposition to Florida Request:

Arizona Governor Katie Hobbs sent a letter to the Department of Commerce urging them to maintain the agreement in support of Arizona businesses that rely on tomatoes from Mexico for their continued operations. Over 400 U.S. companies in over 27 states signed an industry letter to the Commerce Secretary urging the agency to maintain the Tomato Suspension Agreement, including over 115 companies in Texas, 97 companies in Arizona, and 43 companies in California.

34 Members of Congress Signed a Letter to Commerce in Support of Maintaining the Tomato Suspension Agreement: “We write in opposition to the request by the Florida Tomato Exchange (FTE) that the Department of Commerce terminate the 2019 Tomatoes Suspension Agreement (TSA) and implement antidumping tariffs. The rigorous implementation of the 2019 TSA by the Department of Commerce and the Department of Agriculture (USDA) has demonstrated the agreement is practicable, enforceable, and working as intended.”

Signatories include: Senator Kyrsten Sinema (I-AZ), Senator Mark Kelly (D-AZ), Senator Mike Lee (R-UT), Senator Ted Cruz, (R-TX), Senator John Cornyn (R-TX), Congressman Greg Stanton (D-AZ), Congressman

Tomato Suspension Agreement



Juan Ciscomani (R-AZ), Congressman Vicente Gonzalez (D-TX), Congressman Tony Gonzales (R-TX), Congressman Henry Cuellar (D-TX), Congressman Ruben Gallego (D-AZ), Congressman Raul Grijalva (D-AZ), Congressman Josh Duarte (R-CA), Congressman David Schweikert (R-AZ), Congressman Lloyd Doggett (D-TX), Congresswoman Monica de la Cruz (R-TX), Congressman Mike Thompson (D-CA), Congressman Joaquin Castro (D-Texas), Congresswoman Debbie Lesko (R-AZ), Congresswoman Veronica Escobar (D-TX), Congressman Darrell Issa (R-CA), Congresswoman Jasmine Crockett (D-TX), Congressman Gabe Vasquez (D-NM), Congressman Andy Biggs (R-AZ), Congressman Jimmy Panetta (D-CA), Congresswoman Susan Wild (D-PA), Congressman Marc Veasey (D-TX), Congresswoman Lizzie Fletcher (D-TX), Congresswoman Nanette Diaz Barragan (D-CA), Congressman Ritchie Torres (D-NY), Congressman Randy Weber (R-TX), Congressman Salud Carbajal (D-CA), Congresswoman Sylvia Garcia (D-TX), Congresswoman Sheila Jackson Lee (D-TX).

The FPAA and industry allies successfully prevented Florida from pushing Commerce to terminate the agreement for 2023 to September of 2024, when the Department of Commerce and the U.S. International Trade Commission (USITC) started the regularly scheduled 5-year Sunset Review of the agreement. The FPAA will continue to work on behalf of members' ability to supply high quality, vine ripened tomatoes that consumers demand.

FPAA Hosts Webinar for Members on The Facts About Antidumping Duties

The Fresh Produce Association of the Americas hosted a webinar on October 10, to talk about Tomato Duties and go through frequently asked questions. Adams Lee, the FPAA's trade attorney from Harris Bricken, lead the discussion. If Commerce accepts the request by Florida Tomato Exchange to terminate the Tomato Suspension Agreement and issues an AD order, imported Mexican tomatoes will no longer be required to be priced above a minimum Reference Price but will instead be subject to AD duty deposits. Over 65 members attended the webinar.

FPAA Raises Need for Clarification on Border Inspections for Bulk Medley, Sliced Tomatoes in Absence of USDA Grade

An unintended consequence of the inspection requirement in the Tomato Suspension Agreement is the fact that some items imported from Mexico do not have a U.S. Department of Agriculture (USDA) grade standard to use as a basis for inspection. This is true for medley pack tomatoes, which have to be inspected under the TSA when they are in bulk packages, and it is true for sliced/diced tomatoes. The FPAA was the first to raise the concern, and we have worked closely with our trade attorney Adams Lee and the attorneys for the Mexican growers to request clarification from Commerce so that innovative pack styles and varieties can be imported, even when USDA limitations require a common-sense workaround.

FPAA Urges Commerce to Include FTE Companies That Import in Quarterly Audit Process

During each quarterly audit selection process, the FPAA submits comments to the Department of Commerce requesting that they include Florida tomato companies that import tomatoes from Mexico in the selection of companies they review each quarter. The FPAA reiterates that all companies must comply with the TSA, including companies that are also part of the Florida Tomato Exchange, and that neglecting to include them for the regular audits could give the wrong signal that they have unofficial cover to choose whether or not to adhere to the agreement. That would result in an uneven playing field for all companies.

Mexico Advocacy



FPAA continues its advocacy efforts with Mexican officials and grower associations, closely monitoring trade, produce crossings through the southwest border, and policies that impact its members' businesses. This year, FPAA strengthened its ties with Mexico through active participation in key industry and government meetings.

The 2023 Mexico advocacy trip, held on August 21 and 22, was followed by AMHPAC's annual event, where FPAA President Lance Jungmeyer participated in a panel discussing the Tomato Suspension Agreement and Florida Tomato Exchange's request to terminate it.

FPAA Chairperson-Elect Raquel Espinoza, Board Members Guillermo Martinez and Scott Vandervoet, Members Emma Hobbs and Jorge Donnadieu, President Lance Jungmeyer, and Director of Operations and Foreign Affairs Georgina Felix represented the association during the trip. The delegation met with the Mexican Agriculture Department, SENASICA, USDA-FAS, Mexican Customs (ANAM), Secretary of Foreign Affairs (SRE), representatives from Tamaulipas and Michoacán, the National Agricultural Council (CNA), and the Arizona Office in Mexico.

Key Meeting Highlights

Sunday Service at Nogales POE

During the meeting with ANAM, the FPAA group discussed proposed changes to the General Rules of Foreign Trade, including adjustments to Sunday service hours at Mexican ports of entry. A pilot program for expanded Sunday service, starting in early 2024, was agreed upon.

Infrastructure and Ports Upgrades

The need for modernizing port of entry design standards was emphasized to improve fresh produce inspections. The industry highlighted the need for enclosed, refrigerated inspection spaces at key points such as Nogales, Pharr, Laredo, and Otay Mesa. Collaboration between Mexico and the U.S. to incorporate these updates into the Unified Cargo Processing program was discussed, along with the successful launch of Nogales' new cold inspection facility.

Customs Facilitations and Security

Concerns were raised about Texas Governor Abbot's inspection policies and the expansion of the Unified Cargo Program. The discussions included contingency plans and coordination with military inspections (PRECOS) to maintain smooth trade flows.

Tomato Suspension Agreement

The FPAA addressed Florida Tomato Exchange's request to terminate the agreement with Mexican officials, expressing concerns over the misuse of antidumping laws. It was noted that less than 1% of tomatoes from Mexico fail to meet quality standards, suggesting that certain inspections may be unnecessary. There was also mention of Florida growers increasingly operating in Mexico.

Mexico Advocacy



Trade, Inspections, and Food Safety

At meetings with SADER and SENASICA, FPAA expressed its concerns about proposed changes to U.S. antidumping and countervailing duty laws. Updates were provided on tomato and pepper inspections for ToBRFV, grapefruit, and table grape standards. The importance of coordination with FDA and CFIA was also discussed. Additionally, ANAM agreed to have its personnel trained by SENASICA on proper handling of agricultural commodities during inspections.

USMCA Dispute over Transgenic Corn

FPAA raised concerns about the ongoing dispute over GMO corn and potential trade sanctions against Mexico. The CNA shared that Mexico would continue negotiations and may remove its decree banning GMO corn for human consumption if the dispute resolution panel rules against it in November 2024.

Southwest International Produce Expo (SWIPE)

SWIPE was promoted in multiple meetings, with FPAA inviting Secretaries Villalobos and Vilsack as keynote speakers. Discussions with the Arizona Trade Office and representatives from Tamaulipas, Michoacán, and the CNA also focused on promoting the expo among growers and stakeholders.

Tamaulipas Representative

For the first time, FPAA met with Tamaulipas representatives to enhance collaboration. Tamaulipas requested technical information on FPAA members' issues with Texas and the Tomato Suspension Agreement.

Michoacán Representative

Discussions continued with Michoacán officials about promoting SWIPE and a potential trade mission for growers.

Economic, Political, and Business Overview of Mexico

The Arizona Trade and Investment Office prepared a report on Mexico's economic, political, and business environment at FPAA's request.



NSCC Port Authority Delegation meets with Conagua in Mexico City



FPAA Director of Operations and Foreign Affairs, Participates as speaker with AHIFORES in Ensenada B.C.

MEXICAN PARTNERS

Consejo Nacional Agropecuario
(CNA)

www.cna.org.mx



Empacadoras de Mango de Exportacion
(EMEX)

www.mangoemex.com



Asociacion Mexicana de Agricultural
Protegida (AMHPAC)

www.amhpac.org



Asociacion de Productores y
Empacadores Exportadores de Aguacate
de Mexico (APEAM)

www.apeamac.com

APEAM AC

Asociación de Productores y Empacadores Exportadores de Aguacate de México

Asociacion Agricola Local de Productores
de Uva de Mesa (AALPUM)

www.aalpum.org



Aneberries

www.aneberries.mx



Confederacion de Asociaciones Agricolas
del Estado de Sinaloa (CAADES)

www.caades.org.mx

caades

Comision para la Investigacion y
Defensa de las Hortalizas de Sinaloa
(CIDH)

www.cidh.org.mx



Eleven Rivers

www.veggiesfrommexico.com



Alianza Hortofruticola Internacional para
el Fomento de la Responsabilidad Social
(AHIFORES)

www.ahifores.com



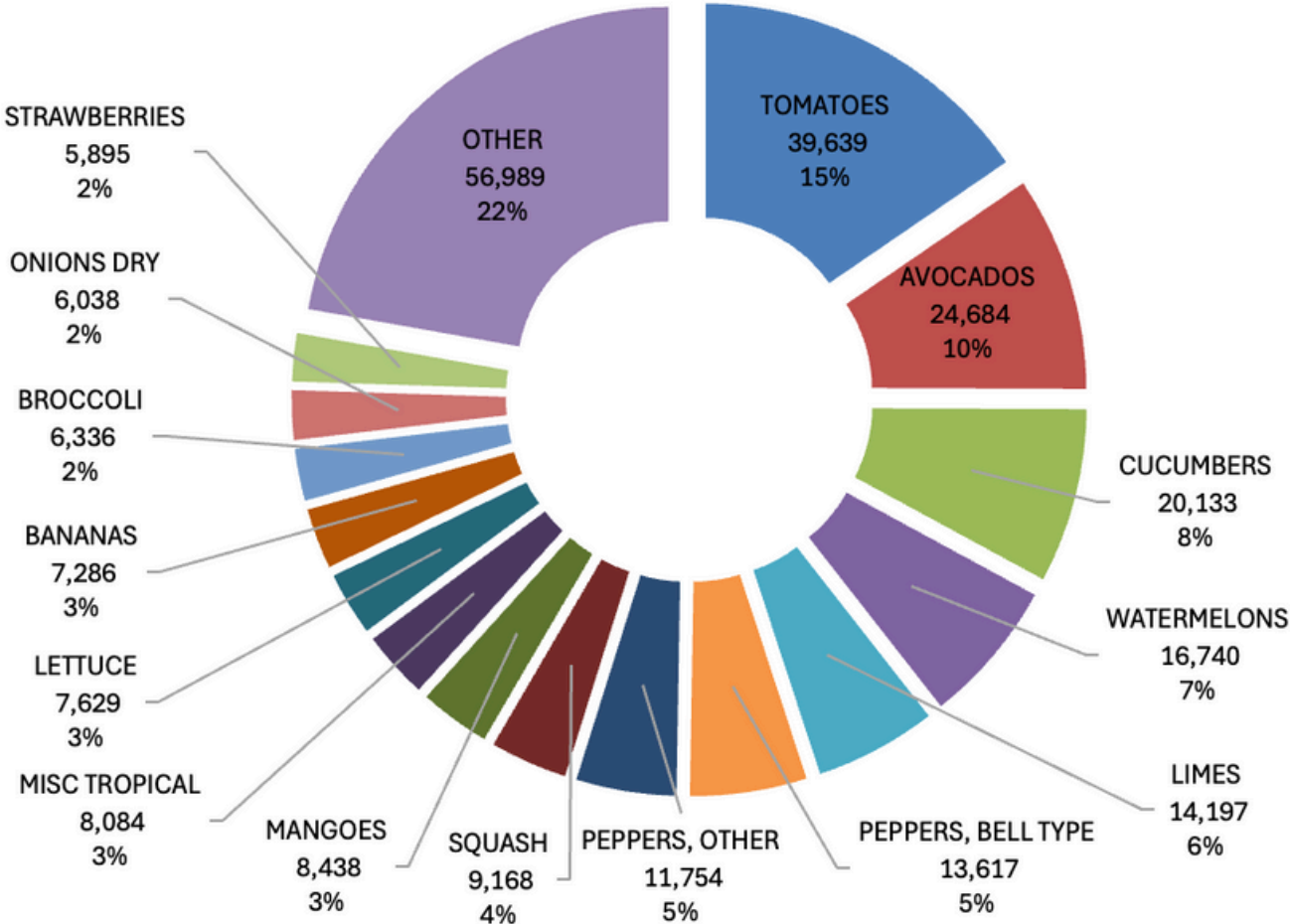
APHIM - Asociacion de Productores de
Hortalizas del Yaqui y Mayo

<https://aphym.com>



TOP 15 IMPORTED PRODUCE ITEMS FROM MEXICO
BY VOLUME

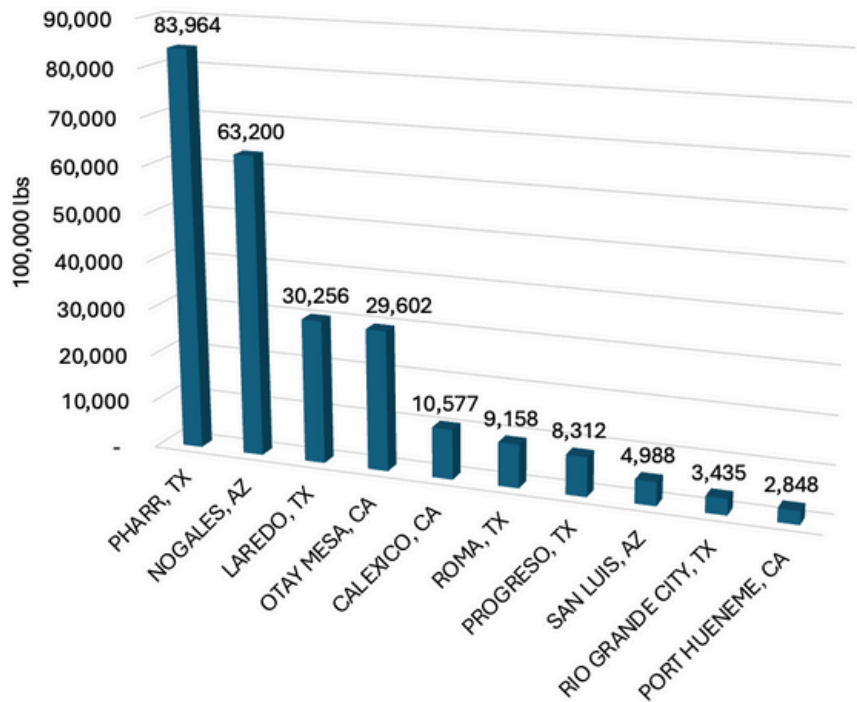
COMMODITIES



Units in 100,000 lbs
Data: FPAA with information of USDA AMS

CROSSING OVERVIEW

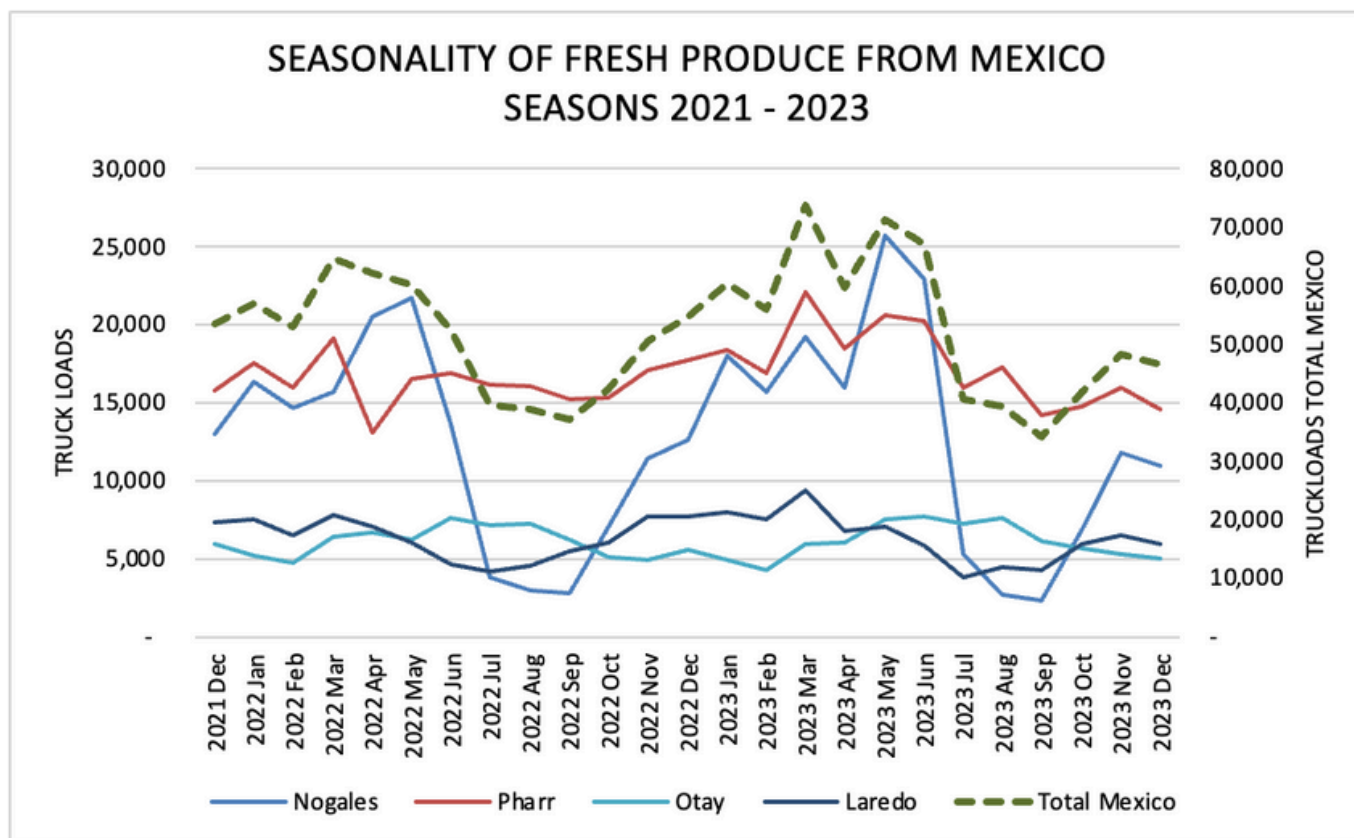
TOP 10 PORTS OF ENTRY FOR MEXICAN FRESH PRODUCE IMPORTS IN 2022



IMPORTS OF MEXICAN PRODUCE



PRODUCE IMPORTED FROM MEXICO BY PORT OF ENTRY



THE FPAA MAIL BAG WORKING FOR YOU



The FPAA is involved in a lot of important letters throughout the course of a year. Whether they are letters we send from the FPAA specifically, letters we sign with a coalition of other industry groups, or letters we coordinate from Member of Congress to key government agencies, letters are an important part of our advocacy efforts.

The FPAA coordinates with allies to move the needle on issues related to transportation, Customs and Border Protection (CBP) staffing, border closures, trade, and more. This year alone, the FPAA has joined with over 100 industry associations from groups as varied as the U.S. Chamber of Commerce, and the Douglas and Yuma Port Authorities, to the National Corn Growers Association.

As you can see in the tomato update included in the annual report, the FPAA also joined with over 400 companies urging the Department of Commerce to maintain the Tomato Suspension Agreement. The FPAA also worked with our allies to gather 34 Members of Congress on a bipartisan, bicameral letter to Commerce in support of the agreement.

Not only do letters convey important information or support for a person or position, the act of coordinating a letter or signing onto a coalition letter also helps the FPAA maintain regular contact with key allied groups, elected officials, and others. While we are advocating on your behalf with meetings and phone calls, we are also getting the FPAA position out there through our letters and the letters we help coordinate. Following are some of the letters from the FPAA mail bag.

September 2023: FPAA Urges Department of Homeland Secretary Alejandro Mayorkas to Address Border Staffing Concerns and Closures Impacting Trade

“Almost \$19 billion in fresh fruits and vegetables were imported from Mexico to the U.S. in 2022, the vast majority through ports of entry on the Southwest border. These imports play a crucial role in feeding all of North America, and they provide tens of thousands of jobs at US distribution and logistics companies who operate in otherwise vulnerable economic zone at the border.

While we understand the humanitarian concern and the urgency of assisting the migrant situation, we are concerned that continuing to pull CBP officers in the Office of Field Operations away from ports of entry could harm legitimate commerce, especially for perishable fresh fruits and vegetables which would face immediate losses if there were a stoppage of trade flows. Additionally, these officers are vital for security at our ports of entry.”



THE FPAA MAIL BAG WORKING FOR YOU



December 2023: FPAA Signs CBP Staffing Coalition Letter with 25 Other Organizations to Appropriations Committee Leadership in House and Senate Calling for Additional CBP Resources

“The following stakeholders interested in Customs and Border Protection (CBP) trade and travel facilitation activities at air, sea, and land ports-of-entry urge you to support funding for 1,000 new CBP officers in the bipartisan border security package included in the President’s fiscal year 2024 emergency supplemental request.

CBP’s mission at the ports-of-entry includes but is not limited to facilitating the lawful flow of trade and travel, stopping human smuggling, and seizing illicit drugs to ensure our national and economic security. In particular, the funding in the emergency supplemental will increase the number of CBP officers to combat illicit fentanyl and other synthetic opioid trafficking at the ports of entry. In fiscal year 2023, CBP seized more than 27,000 pounds of fentanyl, compared with 14,600 pounds the previous year, with most seized at ports of entry according to CBP drug seizure statistics. This investment in CBP officer staffing will increase illicit fentanyl seizures and save lives.”

December 2023: FPAA Joins Ag Coalition Letter to Secretary Mayorkas Calling for Immediate Reopening of International Rail Crossings

“On behalf of the agriculture and food input supply chain, we request the immediate opening of the El Paso and Eagle Pass international rail crossings. The closure of the rail crossings is rippling back into the U.S. supply chain and having negative impacts on the U.S. economy.

We understand Customs and Border Protection (CBP) and its more than 60,000 employees have a dual mission of safeguarding our borders and enhancing the nation’s economic prosperity through trade facilitation. While we are sympathetic to the humanitarian needs on the U.S./Mexico border, the interconnectedness of the North American supply chain means the closure of rail crossings causes backups on the rail system as far north as the U.S./Canada border and hurts our economy...

It must be noted that the majority of these exports will become human or animal food in Mexico. To needlessly block these shipments creates a real threat of food inflation and increased food insecurity in Mexico. Regrettably, we must inform you that Mexico’s livestock and poultry industry is already running low on feed. If the crossings are not immediately reopened, Mexican livestock and poultry producers will need to begin making decisions that could include depopulating animals for humanitarian reasons.”



THE FPAA MAIL BAG WORKING FOR YOU



May 2024: FPAA Joins 30 Other Groups Writing to U.S. President Joseph Biden and Mexico President Andrés Manuel López Obrador Regarding the Challenges of Border Crossings and Migrant Flows for Border Communities and Businesses

“Our organizations write to you to convey our concerns about the security situation at the United States-Mexico border, which continues to place tremendous pressure on the very limited resources of city and county governments, and that has prompted federal and state government responses that have damaged the border business environment.

Thanks to the implementation of USMCA/T-MEC, our two countries are each other’s top trading partners and we have made our shared region the most competitive trading bloc in the world. That lofty standing is in jeopardy unless your administrations take decisive action to mitigate the effects of undocumented migration at and between land border ports of entry...

We respectfully request that your administrations commit to the following:

- Working together to stem the tide of undocumented migrants arriving at the border with dubious asylum claims and stopping all unlawful and dangerous crossings between ports of entry.
- Assuring the trade community that port closures will not occur. Port closures are not just inconvenient – they put additional pressures on an already stretched North American supply chain and put upward pressure on consumer prices at a time of already high inflation.
- Assuring trade community stakeholders that staff to process legal trade and travel will not be redeployed to process asylum claims, most of which are likely to be without merit.”

May 2024: FPAA Signs Onto Letter 20 Groups Re: Canada Rail Negotiations

“On behalf of our collective food and agricultural memberships, we write to urge swift action to avert a rail strike, which could begin as soon as May 22. A rail stoppage would lead to shutdowns or slowdowns of rail-dependent facilities resulting in devastating consequences to national and global food security. If a negotiated solution fails to emerge, we request that you and your Cabinet colleagues take immediate action to prevent serious damage to the Canadian and U.S. economies...

Operational railroads are essential on both sides of the border for the integrated North American supply chain. While we believe a negotiated solution is always the preferred outcome, the government should be prepared to move quickly if negotiations fail.”

July 2024: FPAA Joins Ag Supply Chain Capacity Letter with 25 Other Groups to the Secretary of Agriculture, the U.S. Trade Representative, and the Chairman of the Surface Transportation Board Re: Rail

“On behalf of the agricultural supply chain, we wish to call attention to rail service capacity issues in Mexico that are hindering U.S. agricultural trade with this critical partner. Partly due to the success of the United States-Mexico-Canada Agreement (USMCA), trade between the United States and Mexico is increasing faster than rail capacity in Mexico. The increased demand for rail service coupled with insufficient investment in rail infrastructure has led to embargoes, congestion, and slowed servicing of U.S. agricultural products by Ferromex, a main rail carrier in Mexico. The situation has been periodically exacerbated by migrants stopping trains, but the insufficient rail capacity to meet demand has been a persistent issue since late 2023 and seems to be the bigger issue impacting rail service for U.S. agricultural goods in Mexico.”

FPAA EVENTS

SPRING POLICY SUMMIT



FPAA EVENTS

A SUCCESSFUL INAUGURAL SWIPE 2023

The Fresh Produce Association of the Americas (FPAA) proudly hosted the first-ever Southwest International Produce Expo (SWIPE) in 2023, welcoming around 450 industry professionals to Tucson, Arizona, at the stunning Lowes Ventana Canyon Resort. This inaugural event was a milestone for FPAA, bringing together buyers, sellers, and key industry figures for two days of insightful discussions, networking, and celebration.

The event kicked off with an Opening Fiesta on Thursday evening, a culinary tribute to the diverse flavors and culture of the Southwest. Attendees gathered in a pleasant fall atmosphere, setting the tone for the rest of the event. The next morning, SWIPE's educational sessions addressed some of the most pressing challenges in the produce industry, including the impact of supply chain disruptions caused by weather, labor, and policy changes. Attendees also explored topics such as delivering value across different customer tiers and expanding opportunities for women in produce through a panel of industry experts who shared their experiences overcoming adversity.

Following the sessions, the expo opened its doors for the very first time. What set this show apart was the remarkable ratio of exhibiting companies to buyers, with a nearly 1:1 ratio, creating unparalleled opportunities for meaningful connections and business growth on the show floor.

"The inaugural SWIPE exhibition exceeded all of my expectations," said FPAA Chairman Rod Sbragia, Director of Sales with Royal Sun Produce. "From the energy on the expo floor to the excitement surrounding our region during networking and outdoor activities, it was a privilege to host the industry at this remarkable event. We're already looking forward to next year at the JW Marriott Starr Pass."

It was a wonderful experience and it's the start of something special. We look forward to a lot of years of success and expansion" said Bobby Astengo, of Peppers Plus, LLC.

Tomato Division Chairman, JJ Badillo of Fresh International, LLC., stated simply, "Outstanding! Great Convention to get close to your customers."

JC Myers of SunFed, said "Love the retail, wholesale, food service attendance"

"Excellent show!, Really bringing everyone together as an industry!", stated Jose Vasquez of Seeded Produce.

Esteban Paz with Produce House, "Great Turnout for the 1st Annual SWIPE, we will be here next year and invite everyone to join us!"

Prior to SWIPE, FPAA held its annual meeting, where the association celebrated some of the outstanding contributions of its members. Emilia Gotsis of Omega Produce Co. was recognized as the 2023 Pillar of the Industry. FPAA chairwoman-elect Raquel Espinoza of Produce House was honored as the 2023 Member of the Year.

SWIPE 2023 concluded with two competitive sporting events: the 54th Desert Golf Classic Tournament and the first-ever Tennis Tournament.

Looking ahead, FPAA is already gearing up for another impactful event at SWIPE 2026, and we're excited to see what the future holds for this dynamic gathering of produce professionals.

FPAA EVENTS

Clockwise, left to right: FPAA honored Raquel Espinoza of Produce House as Member of the Year. FPAA congratulates its 2021-23 Board of Directors. FPAA shares a moment with Celida Gotsis, of Omega Produce, whose aunt Emilia Gotsis (lower right) was named a Pillar of the FPAA.

INAUGURAL SWIPE 2023



FPAA EVENTS

INAUGURAL SWIPE 2023



FPAA EVENTS

INAUGURAL SWIPE 2023



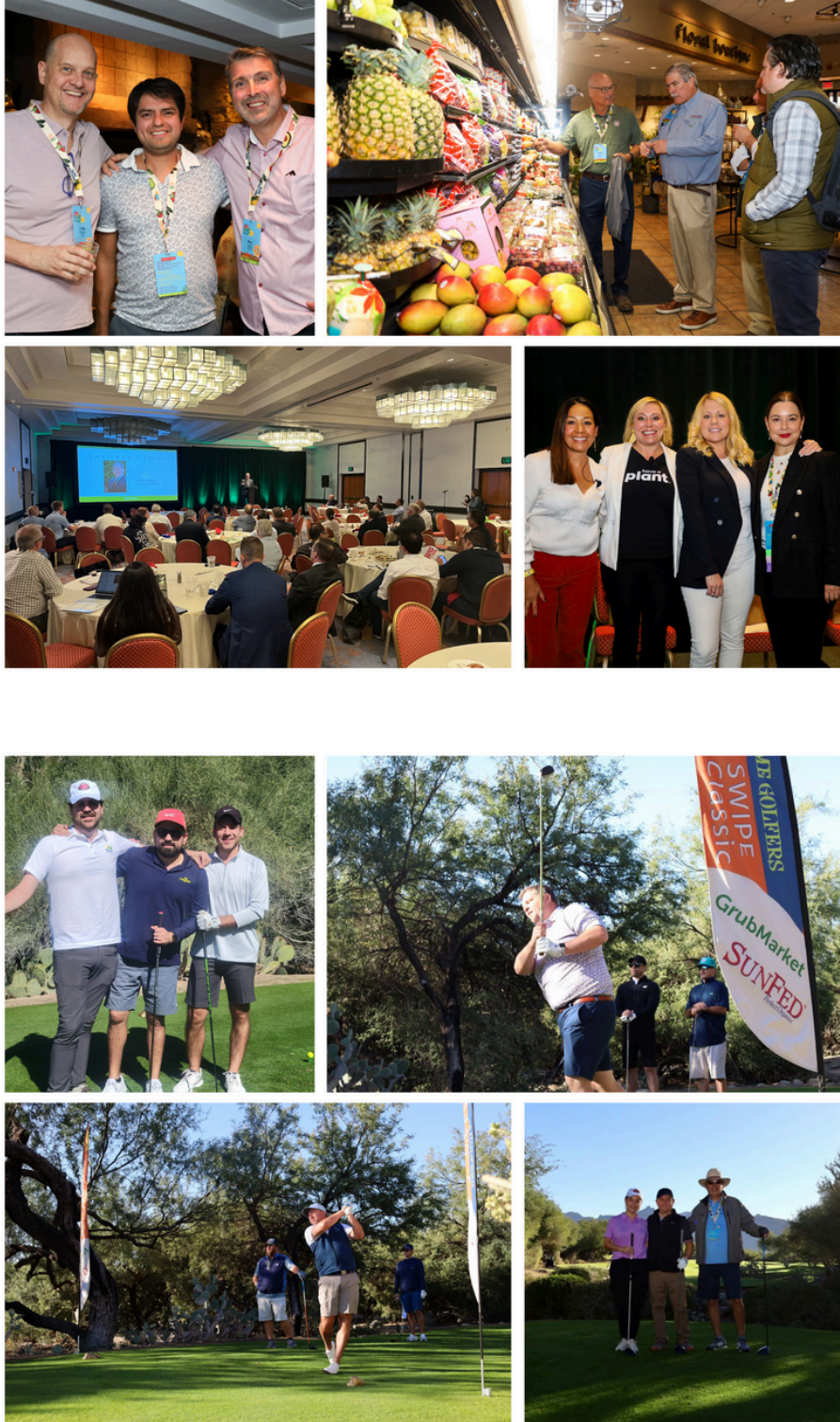
FPAA EVENTS

INAUGURAL SWIPE 2023



FPAA EVENTS

INAUGURAL SWIPE 2023



FPAA EVENTS

INAUGURAL SWIPE 2023





**Allison
Moore**

Executive Vice President



DEAR MEMBERS

It's the second day of fall as I sit to write this letter, and the upcoming West Mexico season is on my mind. Since I started working for all of you in 2001, fall to me has always signaled the end of mango season, a slow-down in Baja, and the start of vegetables and melons from Sonora that eventually expands to Sinaloa, Jalisco, and beyond.

I am just returning from two back-to-back trips to Washington, DC where I spent a lot of time meeting with people about trade. Trade is facing some challenges in public opinion, especially because of the ongoing U.S. spats with China. Moving into the upcoming election, many people that were previously pro-trade are turning their sights inward and away from global partnerships.

A poll of consumers recently showed that many consumers like the lower prices that come with trade while simultaneously believing that trade deals are bad and that they hurt American companies. Public statements from candidates seeking office at all levels have also shown skepticism about trade and a lack of understanding of the importance of trade to the economy.

The FPAA continues to work to educate leaders in Washington, DC, from the White House to Congress, that our trade partnerships with Mexico and Canada help build a stronger North American economy while strengthening our food supply chains. Trade creates U.S. jobs like the ones you provide in your communities. Trade of fresh produce has a direct positive economic impact on the U.S. economy. That is a message that we will continue to carry as we educate newly elected leaders in government, and that we will carry into U.S. Mexico Canada Agreement (USMCA) re-negotiations next year.

While in Washington, I had the opportunity to speak with leadership from the House of Representatives' Agriculture Trade Caucus. Rep. Jimmy Panetta and Rep. Jim Costa from California, Rep. Dusty Johnson from South Dakota, and Rep. Adrian Smith from Nebraska are the bipartisan chairs of the caucus. Their diverse districts show the importance of trade across agricultural items, from fresh produce to grains, corn, dairy, and more.

We continue to meet with our friends in other ag commodity groups that rely strongly on export markets, including grain exporters, corn growers, dairy exporters, protein exporters, and more. The FPAA is stronger when we work together with allies that also support trade and that help educate elected leaders about the importance of predictable, fair, two-way trade, especially in North America.

As we have seen with the ongoing dispute between some wealthy Florida companies and many U.S. importers of fresh tomatoes, some U.S. growers and marketers will attempt to distort trade laws to prevent U.S. market competition, drive up prices, and harm consumers and U.S. businesses that have more and more looked to trade to expand the offering of fresh produce year-round.

The FPAA is committed to standing up for our members to help ensure fair, consistent trade relationships between the U.S., Mexico, and Canada for the benefit of U.S. employers, the economy, and consumers. Thank you for being great partners in this fight.

Regards,

Allison Moore
Allison Moore
Executive Vice President



**Georgina
Felix**

**Director of Operations and
International Affairs**



DEAR MEMBERS

Reflecting on the past year, I am once again reminded of the strength and resilience of our industry, and the incredible collaboration between the FPAA and its members. We have faced new challenges together, and I am proud of the strides we have made in continuing to support each of your companies with the resources, advocacy, and services that define our association.

This year, FPAA has placed a strong focus on expanding our educational programs, both in person and virtually, to better serve you. We have hosted more seminars and webinars on critical topics such as supply chain trends, new regulatory requirements, and market dynamics. These learning opportunities are designed to help your businesses stay informed and agile in an ever-changing landscape.

Additionally, our in-person events, like the Southwest International Produce Expo (SWIPE), have continued to provide invaluable opportunities for networking, knowledge-sharing, and strengthening partnerships. It's been wonderful to reconnect with so many of you face-to-face, and we're committed to making these gatherings even more impactful in the years to come.

Advocacy also remains at the core of our mission. This year, the FPAA has worked closely with industry leaders and policymakers on key issues affecting our members, including trade barriers, regulatory compliance, and infrastructure improvements. We remain dedicated to representing your interests at both state and national levels, ensuring that the voice of our industry is heard.

As always, we want to hear from you. Your input is invaluable to us, and we are committed to tailoring our services to meet your needs. Whether it's through one-on-one conversations, feedback at events, or suggestions for future webinars or training, please don't hesitate to reach out.

Thank you for being an essential part of the FPAA community. Together, we will continue to navigate the challenges ahead, and I look forward to another year of growth and success for us all.

Sincerely,

Georgina Felix

Director of Operations & Foreign
Affairs

ABOUT OUR MEMBERSHIP

The FPAA welcomes membership applications from like-minded U.S. companies interested in continued access to produce from Mexico. Membership provides you with an abundance of resources and exclusive benefits. Our constituency is diverse and includes companies collectively focused on continued fair access for fresh produce from Mexico.

The FPAA provides the tools you need to help make your business prosper and grow. Join the FPAA for:

- Relief in times of company crisis as well as in times of industry crisis
- Aid in addressing a particular issue with government agencies
- Support in meeting your business goals
- Updates about important industry legislation
- Custom press releases and media relations services for your business

A United Voice

FPAA is the united voice for members when working toward the enhancement of member access to North America markets. We continually develop and nurture strong, healthy relationships with U.S. and Mexican government agencies to facilitate the development of laws and regulations related to food safety, trade, and agriculture. You can see a long list of organizations we work with on our members' behalf on page 4 of this report.

Commitment To Infrastructure

FPAA is committed to ensuring transportation infrastructure for its constituents that will support growth. We actively participate with groups like the Border Trade Alliance, the Greater Nogales and Santa Cruz County Port Authority, and other regional and state organizations to improve port of entry and regional transportation infrastructure.



LEARN ABOUT OUR BENEFITS

www.freshfrommexico.com

Please contact:
Eileen Dominguez
eileen@freshfrommexico.com

OUR MEMBERS

1st Bank Yuma
(520) 397-9220
www.1stbankyuma.com

A & E Specialty Marketing, LLC
(520) 281-1369

Agri-Packing Distributors, Inc.
(520) 761-3816
www.agripacking.net

AgTools
(714) 366-3225
www.agtools

AHIFORES
+52 (452) 101-7286

AMHPAC
+52 (667) 715-5830
www.amhpac.org

Andrew & Williamson
(619) 661-6004
www.andrewwilliamson.com

APEAM
(202) 253-1683
www.apeamac.com

A's Fresh Produce
(520) 216-4766

Atlas International CHB
(520) 281-4267
www.atlaschb.com

AZ Food Bank Network
(520) 281-2790
www.azfoodbanks.org

Bayer Crop Science
(520) 271-6375
www.seminis.com

Beach Fleishchman, PLLC
(520) 287-4174

Bernardi & Associates, Inc.
(209) 669-3445

C & V, LLC
(520) 377-9070

Cactus Melon Dist. Inc.
(520) 281-9294
www.cactusmelondist.com

Calavo Growers Inc.
(520) 281-2644
www.calavo.com

Certified Group
(516) 576-1400
www.certified-laboratories.com

Chucho Produce
(520) 375-6655
www.chuchoproduce.com

CIL Fresh
(956) 975-2010

Ciruli Brothers
(520) 281-9696
www.cirulibrothers.com

Coast Produce Company
(520) 377-0732
www.coastproduce.com

Convera
(770) 401-5505
www.convera.com

Del Campo Supreme
(520) 281-4733
www.delcampo.com.mx

Direct Roots
(520) 281-2220
www.directroots.com

Divine Flavor LLC
(520) 281-8328
www.divineflavor.com

Double Tree Castle, Inc.
(520) 761-1110
www.doubletreecastleinc.com

DRC (Fruit & Vegetable Dispute Resolution Corp)
(613) 234-0982

Eagle Eye Produce
(520) 377-2982
www.eagleeyeproduce.com

EarthBlend LLC
(520) 761-1135
www.earthblend.net

Edward Jones Investments
(520) 398-2785
www.edwardjones.com

Eleven Rivers
+52(667) 712-9350
www.veggiesfrommexico.com

Enza Zaden
(831) 754-2300
www.enzazaden.com

Farmer's Best International, LLC
(520) 281-1411
www.farmersbest.com.mx

First Interstate Bank
(520) 820-5447
www.firstinterstatebank.com

Flavor King Farms
(520) 761-4511
www.flavorkingsfarms.com

Frank's Distributing of Produce, LLC
(520) 281-0896
www.frankdist.com

Frello Fresh, LLC
(520) 394-6220
www.frellofresh.com

Fresh Farms
(520) 377-0878
www.freshfarms.com.mx

Fresh International, LLC
(520) 281-8060

Fresh Produce & Floral Council
(714) 739-0177
www.fpfcc.org

Fresh-Link Produce, LLC
www.freshlinkproduce.com

G. Mendez & Co., Inc.
(520) 761-5000
www.gmendez.net

Grace Transportation & Logistics
(520) 203-8546
www.gracatl.com

Great Lakes Greenhouses, Inc.
(519) 419-4937
www.greatlakesg.com

Greenhouse Produce Company, LLC
(772) 492-1492
www.greenhouse.net

Grower Alliance, LLC
(520) 761-1921
www.groweralliance.com

Harvest Pride, LLC
(520) 377-3810

OUR MEMBERS

Harvest Tek, Inc.
(760) 352-3080
www.sfcos.com

Healthy Fresh LLC
(520) 628-9297

iDeal HarBest, LLC
(619) 955-3468
www.iDealHarBest.com

IFCO Systems
(813) 463-4103
www.ifco.com

International Fresh Produce Association
(302) 738-7100
www.freshproduce.com

International Paper
(928) 341-8601

IPR Fresh
(520) 377-5710
www.iprfresh.com

iSolve Technologies, Inc.
(520) 762-6362
www.isolveproduce.com

K & K International Logistics, LLC
(520) 287-3550
www.kk-intl.com

Kingdom Fresh Produce, Inc.
(956) 668-8988
www.kingdomfresh.com

L & M Companies, Inc.
(919) 981-8000
www.lmcompanies.com

M.A.S. Melons & Grapes, LLC
(520) 377-2372
www.masmelons.com

Magenta Produce
(520) 281-0282

Malena Produce, Inc.
(520) 281-1533
www.malenaproduce.com

Marengo Foods LLC
(520) 415-1848
www.marengofoods.com

Masterstouch Brand, LLC
(619) 600-4354
www.masterstouch.com

MexFresh Produce LLC
(956) 383-6660
www.mexfreshproduce.com

National Mango Board
(407) 629-7318
www.mango.org

Naumann/Hobbs Material Handling Svc.
(520) 281-9445
www.naumannhobbs.com

NFP Property & Casualty
(520) 281-9141
www.nfp.com

Nogales U.S. Customs Brokers Assn.
(520) 375-6754
www.nogalescustombrokers.org

P.D.G. Produce, Inc.
(520) 281-2605
www.pdgproduce.com

Pacific Brokerage Co., Inc.
(520) 281-1722
www.pacificbrokerageinc.com

Pacific Tomato Growers
(520) 281-4927
www.sunripeproduce.com

Pack Right, LLC
(520) 377-2877

Pandol Brothers, Inc.
(661) 725-3755
www.pandol.com

Peppers Plus, LLC
(520) 377-0620
www.peppersplus.com

Port Devanning Services, LLC
(520) 761-9955

PPC Flexible
(801) 465-1300

Prime Time International
(760) 399-4166
www.primeproduce.com

Primus Labs.com
(805) 922-0055
www.primuslabs.com

Produce Connection
(520) 281-8164
www.produceconnection.com

Produce House, LLC
(520) 281-8943
www.produce.house

Produce Pay
(888) 886-9457
www.producepay.com

Produce Team
(956) 606-4476
www.produceteam.com

Provision Analytics
(403) 860-1471

RCF Distributors, LLC
(520) 281-0230
www.rcfdistributors.com

R.L. Jones Customhouse Brokers
(520) 281-2665
www.rljones.com

RCF Distributors, LLC
(520) 281-0230

Red Sun Farms
(519) 733-3663
www.redsunfarms.com

Robinson Fresh
(954) 859-5048
www.robinsonfresh.com

Sahuarita Food Bank
(520) 400-6192
www.sahuaritafoodbank.org

ScanTech Sciences
(470) 359-3660
www.scantechsciences.com

Seeded Produce, LLC
(520) 375-2014
www.seededgrown.com

Shannon Brokerage Co.
(520) 287-3671
www.shannonbrokerage.com

ShIPLEY Sales Service
(520) 281-2621
www.shipleysales.net

Sierra Seed Company, LLLP
(520) 281-9420
www.sierraseed.com.mx

Sigma Sales Co., Inc.
(520) 281-1900
www.sigmasalesaz.org

OUR MEMBERS

Silo Technologies
(516) 398-2305
www.usesilo.com

SI Produce, LLC
(631) 510-4646

Smurfit WestRock
(520) 377-0910
www.westrock.com

Star Produce Us Lp
(520) 281-0011
www.novaproduce.com

StePac, U.S.A., Inc.
(630) 268-6318
www.stepac.com

Suarez Brokerage Co. Inc.
(520) 281-4646
www.suarezbrokerage.com

SunFed
(520) 281-4689
www.sunfed.net

Sunridge Nurseries
(661) 363-8463
www.sunridgenurseries.com

Sykes Company
(520) 281-2520
www.thesykesco.com

Tajin International Corp.
(281) 754-8254
www.tajin.com

Tepeyac Produce, Inc.
(520) 281-9081

Terra Fresh Organics, LLC
(480) 270-0829
www.terrafreshorganics.com

The Giumarra Companies
(520) 281-1981
www.giumarra.com

The Produce Exchange
(925) 454-8700
www.lipmanfamilyfarms.com

Thomas Produce Sales, Inc.
(520) 281-4788

Tricar Sales, Inc.
(520) 281-5777
www.tricarsales.com

Triple H Produce
(956) 782-5128
www.tripleh.com.mx

TruFresh
(520) 394-7370
www.trufresh.com.mx

UniSource Energy Services
(520) 761-7999
www.uesaz.com

Vandervoet & Associates, Inc.
(520) 281-0454

Western Growers Association
(949) 863-1000
www.wga.com

Wholesum
(520) 281-9233
www.wholesumharvest.com

Wilson Produce, LLC
(520) 375-5752
www.wilsonproduce.com

Wise Transport, LLC
(520) 377-2282

Wisky Transportation, LLC
(520) 980-6463

Zira Food Safety
(520) 988-0864
www.zirafs.com

WELCOME NEW MEMBERS!

- AHIFORES
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- CIL Fresh
- Grace Transportation & Logistics
- Harvest Tek, Inc.
- Healthy Fresh LLC
- International Paper
- PPC Flexible
- Provision Analytics
- SI Produce, LLC
- Wise Transport, LLC
- Wisky Transportation, LLC



INTERESTED IN BECOMING A MEMBER?

Please contact:
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OUR VISION

Continue to be the leading voice for market access of imported fresh fruits and vegetables for consumers across North America

OUR MISSION

Ensure market access of imported fresh fruits and vegetables by informing and advocating with government and industry on behalf of members, thereby providing consistent expertise and support.



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ASSOCIATION OF THE AMERICAS



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