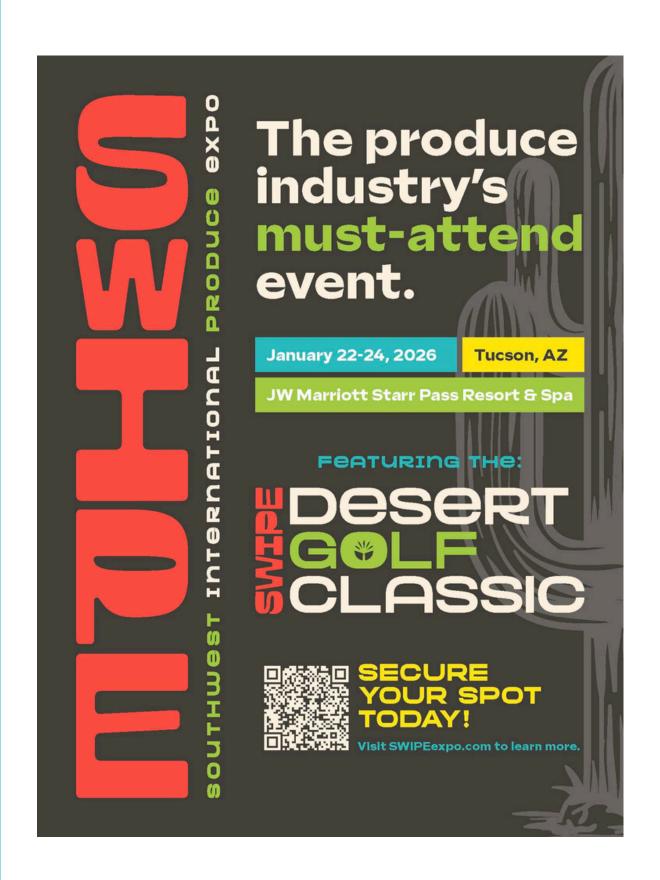


# TABLE OF CONTENTS

SWIPE 2026 & 2027	2	WASHINGTON DC ADVOCACY	19
FPAA BOARD OF DIRECTORS	4	TOMATO SUSPENSION AGREEMENT	<b>26</b>
THE FPAA TEAM	5	MEXICO ADVOCACY	<b>27</b>
LEGAL & PROFESSIONAL TEAM	6	FPAA MAIL BAG	38
INDUSTRY PARTNERS	7	FPAA EVENTS	40
PRESIDENT'S LETTER	8	STAFF LETTERS	<b>5</b> 1
CHAIRWOMAN'S LETTER	10	WHY JOIN FPAA?	53
ARIZONA ADVOCACY	12	OUR MEMBERS	54



#### Dear Members.

We've heard tremendous enthusiasm from members about the continued growth and success of the SouthWest International Produce Expo (#SWIPE)! Now entering its third year in Tucson, SWIPE has quickly become a must-attend regional event connecting buyers and sellers from across North America.

We're also excited to again partner with the Fresh Produce & Floral Council (FPFC) from California for the Desert Classic Golf Tournament, taking place as part of SWIPE. The FPFC's strong network of regional buyers continues to enhance the event and foster new opportunities for collaboration and business growth.

Mark your calendars—SWIPE 2026 will take place January 22–24, 2026, in Tucson, Arizona! Positioned as the premier produce event to kick off the year, SWIPE offers the perfect mix of warm sunshine, strong networking, and meaningful business opportunities.

SWIPE 2027 is also already confirmed for January 14–16, 2027, at the JW Marriott Starr Pass in Tucson! Exhibitors at the 2026 show will enjoy the first opportunity to renew their booth space for SWIPE 2027, securing premium placement for what promises to be our biggest and brightest year yet.

Start planning now to join us for back-to-back years of growth, innovation, and collaboration in the heart of the desert. Don't miss your chance to be part of the momentum!

For more information or to reserve your space, please contact us at info@freshfrommexico.com or call 520-287-2707.

We look forward to seeing you in Tucson for SWIPE 2026—and to building toward an even bigger SWIPE 2027!

Sincerely,



## **BOARD OF DIRECTORS**



RAQUEL ESPINOZA CHAIRWOMAN Produce House



GUILLERMO MARTINEZ CHAIRMAN ELECT Frello Fresh



ROD SBRAGIA PAST CHAIRMAN Royal Sun Produce



AVILA
BOARD MEMBER
Malena Produce, Inc



BADILLO
BOARD MEMBER
Fresh International



GRISS
CEREZO
BOARD MEMBER
Flavor King



CHRIS
CIRULI
BOARD MEMBER
Ciruli Brothers



JORGE
DONNADIEU
BOARD MEMBER
Fresh Farms



JUAN MANUEL
IBARRA
EXEC. COMMITTEE
Marengo Foods



DEMETRIO
KYRIAKIS
BOARD MEMBER
Nogales CHB Association



JAMES
MARTIN
BOARD MEMBER
Wilson Produce, LLC



JOSE ANTONIO
MARTINEZ
EXEC. COMMITTEE
Divine Flavor



KYLE
MCGRATH
EXEC. COMMITTEE
Tricar Sales Inc.



LUIS MARIO MORALES BOARD MEMBER Chucho Produce



JC MYERS BOARD MEMBER SunFed



JOSE LUIS
OBREGON
BOARD MEMBER
IPR Fresh



MARY
PAZ
BOARD MEMBER
Robinson Fresh



JOHN
PANDOL
BOARD MEMBER
Pandol Bros. Inc



WALTER
RAM
EXEC. COMMITTEE
The Giumarra Companies



RAFAEL ROIZ BOARD MEMBER TruFresh



JORGE RUIZ BOARD MEMBER Agri-Packing



LESLEY
SYKES
EXEC. COMMITTEE
Sykes Co.



TARRIBA
BOARD MEMBER
Farmer's Best International



SCOTT
VANDERVOET
BOARD MEMBER
Vandervoet &
Associates, Inc.

## THE FPAA TEAM



LANCE
JUNGMEYER
President



**ALLISON MOORE Executive Vice President** 



GEORGINA FELIX
Director of Operations &
Foreign Affairs



CONCHITA SINGH
Accounting & Human
Resources Director



SAUL MACIAS III
Communications
Coordinator

EILEEN
MURILLO
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**







JEREMY GERLACH

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.

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").

# COOGAN AND MARTIN P.C.



DANIEL J. COOGAN



ROBERT "KIP"C. MARTIN

## 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. Mr. Lee supports the FPAA and its members by providing an insightful and knowledable 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

























FARMERS for FREE-TRADE



# LETTER FROM THE PRESIDENT



Dear Members of the Fresh Produce Association of the Americas,

For years, "market access" has been a mantra at the Fresh Produce Association of the Americas. Now, with tariff threats and tomato duties already on the table, the review of the US, Mexico, Canada Agreement (USMCA) is staring straight ahead at the industry.

Make preparations, but fear not, because the FPAA is always at your side in trade and regulatory issues. It's the reason the association was formed, and we take pride any time we are able to help your business.

A Year of Challenges: In the past year, you have been faced with three days of tariffs, which caused importers like yourselves to re-evaluate contracts and seek expanded – and expensive – customs bonds. These tariffs hit all Mexican produce equally, and companies had to hustle ...

and then the tariffs were taken off the table, albeit with the caveat that they may return.

Adding insult to injury for many FPAA members, in April the Department of Commerce signaled its intent to terminate the Tomato Suspension Agreement, thus putting in place 17.09% tomato anti-dumping duties. FPAA fought against this for over a year, garnering support from Senators and Representatives from Texas to Arizona to California and many more states. As a result, numerous Congresspeople made personal visits to Commerce Secretary Howard Lutnick and others, asking that the agreement remain in place, thus ensuring stability in the marketplace, and a steady supply for consumers at a reasonable price.

While FPAA and its members are extremely disappointed that Commerce ultimately decided to institute the duties, we are resolute that this was a political decision, not based in fact, nor in the best interest of the American consumer. As to the tomato duties, we will persist in seeking to have the duties reversed or reduced. This may come in the form of an agreement between the U.S. and Mexican governments. In the meantime, expect for the FPAA to help guide you in this period, with timely webinars and other resources.

All of this brings us to the USMCA. This landmark trade agreement is up for review. Any of the three countries could pull out at any time, but the process has already begun for public discussions. By mid 2026, it is hoped that there will be momentum resulting in a positive and enduring agreement between the three North American nations. FPAA of course seeks to prevent the inclusion of seasonal produce trade remedies, including tariffs or quotas. We also seek a deeper level of cooperation and trust on food safety and phytosanitary issues between the three nations.

"...THE FPAA IS
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IN TRADE AND
REGULATORY ISSUES.
IT'S THE REASON THE
ASSOCIATION WAS
FORMED, AND WE
TAKE PRIDE ANY TIME
WE ARE ABLE TO HELP
YOUR BUSINESS."

### LANCE JUNGMEYER

President of the FPAA

Moving Forward: Across the board, FPAA is seeking solutions for your issues with market access. The Supreme Court has the ultimate say on the legality of the application of tariffs for national emergencies as the current Administration has implemented. Regarding the three days of tariffs in March 2025, through our Customs attorney, FPAA is supporting efforts to have the tariffs you paid refunded.

On tomatoes, FPAA continues to engage at the highest levels with elected representatives in the United States, and interests in Mexico, seeking a solution that preserves your right as an American distributor to continue importing and distributing Mexican tomatoes. All told, this fight is nearly 100 years old, and Americans still insist on purchasing Mexican tomatoes and other produce because of the superior quality. We are confident this will continue.

As to the third challenge, FPAA is and has been working with like-minded partners on a successful review of the USMCA. During the previous negotiation, in 2018 and 2019 FPAA attended all nine of the negotiating rounds. For your sake, the Board deemed it necessary for FPAA to devote the resources to being present, to being in the room to advocate for your best interests.

With that experience and knowledge, the FPAA is well-poised to continue insisting on tariff-free access for your fresh fruits and vegetables, and we will be participating fully in the review process, from public testimony and comments, to ensuring that our friends in Congress stay engaged in positive and meaningful ways.

It's what we do, and we couldn't do it without you. Let us look at the coming year as a time to come together to face common problems, and seek consensus toward a secure and prosperous future. We appreciate the chance to help bring you and your peer companies together.

As always, let us know how we can best help you and your company in these times. Market access ... it's key to your business individually, and it's the key to the collective future of FPAA and this wonderful, enduring industry.

Sincerely,

Lance Jungmeyer
President
Fresh Produce Association of the Americas

# LETTER FROM THE CHAIRWOMAN



Dear Board Members and Esteemed Members of the Fresh Produce Association,

As I conclude my first year serving as Chairwoman, I want to extend my deepest gratitude to each of you. This year has been one of profound growth and learning, marked by significant changes globally, nationally, and internationally. I never envisioned myself leading such an important association, and it is with pride, joy, and humility that I recognize the honor of completing this first-year term.

At its core, our association exists to unite — to bring together members whose collective voices amplify the importance of fresh produce trade between the United States, Canada, and Mexico. Our voices matter. They not only resonate within our industry, but they also reach our governments and global partners, reminding the world that we are interconnected and that only through collaboration can we continue to provide healthy, sustainable food for the Americas.

These are new times, shaped by shifting political landscapes and evolving perspectives. Whether we agree or disagree with current administrations or policies, our responsibility remains steady: to advocate for affordable, nutritious produce accessible to all. We are stewards of the land, committed to feeding families across borders — American, Canadian, and Mexican alike.

This past year has also brought its share of challenges and opportunities. Financially, we faced constraints that demanded careful stewardship. Together, we met these challenges with resilience and creativity:

- Reducing costs where possible and aligning our spending with priorities.
- Increasing membership dues and welcoming new members into our association.
- Launching new initiatives such as SWIPE, which has given us remarkable exposure and continues to grow stronger each year.

Pictured below: Chairwoman Raquel Espinoza with other FPAA members strategizing meetings in DC



"AT ITS CORE, OUR ASSOCIATION EXISTS TO UNITE — TO BRING TOGETHER MEMBERS WHOSE COLLECTIVE VOICES AMPLIFY THE IMPORTANCE OF FRESH PRODUCE TRADE BETWEEN THE UNITED STATES, CANADA, AND MEXICO."

### **RAQUEL ESPINOZA**

Chairwoman of the FPAA

As Chairwoman, I have made it a personal priority to strengthen the association's financial sustainability. We have worked toward building a budget that not only meets today's needs but also invests in the future — creating reserves for education, research, and initiatives that will benefit generations to come.

Looking ahead, I am excited about the unfolding of an educational program that will be presented at SWIPE 2026 that will empower the younger generations and those already within our association to continue learning and strengthening their knowledge. My hope is that the generations that follow will be even more empowered, informed, and capable than we are today. We will also continue to expand our presence through social media and other channels, ensuring that the FPAA plays an active role in educating the public and raising awareness of the importance of our food supply and where it comes from.

Looking back, I am filled with gratitude for the collaboration, wisdom, and commitment that each of you has brought to the table. Looking forward, I am confident that our united voices will continue to guide this association toward a future where fresh produce trade thrives and where we remain a beacon of health and sustainability for the Americas.

Thank you for entrusting me with this responsibility and for walking with me during this first year of leadership. I look forward to continuing this journey with all of you.

With appreciation and commitment,

Raquel Espinoza
Chairwoman
Fresh Produce Association of the Americas

Pictured below: FPAA members with Congressman Juan Ciscomani in DC.





# ARIZONA SPOTLIGHT: VISIT TO FPAA FROM GOVERNOR HOBBS

In 2025, the Fresh Produce Association of the Americas (FPAA) continued to champion the interests of the fresh produce industry in Arizona with unwavering dedication and strategic engagement. From policy advocacy to infrastructure improvements, FPAA's work this year has reinforced its role as a vital voice for U.S. importers, distributors, and service providers across the state.

A highlight of the year was the landmark visit from Arizona Governor Katie Hobbs to FPAA's headquarters in Nogales. This momentous occasion underscored the importance of FPAA's advocacy and the central role the produce industry plays in Arizona's economy. Governor Hobbs' visit was not only a recognition of FPAA's leadership but also a powerful affirmation of the industry's \$1 billion economic contribution to the state.

The Governor's visit featured a dynamic roundtable discussion with produce industry leaders, where key issues were addressed, including the preservation of the 2019 Tomato Suspension Agreement (TSA), staffing challenges at ports of entry, and the urgent need for infrastructure modernization. Governor Hobbs expressed her strong support for the TSA, acknowledging the potential harm to Arizona businesses if the agreement were to be terminated. Her remarks reflected a deep understanding of the industry's complexities and a commitment to protecting its future.

FPAA President Lance Jungmeyer praised the Governor's engagement, stating, "Governor Hobbs truly understands the value that Arizona's tomato distributors bring to the state, and the companies and their employees have told me how much they appreciate that." Her presence and participation sent a clear message: Arizona's leadership stands with the produce industry.

The Governor also toured the Divine Flavor warehouse, gaining firsthand insight into the logistics and quality control processes that ensure safe, high-quality produce reaches consumers. The tour highlighted the collaborative efforts between FPAA members, the Arizona Department of Agriculture, and federal agencies to maintain rigorous streamline inspection standards and operations.



The visit concluded with a Stakeholder Roundtable at the DeConcini Port of Entry, where discussions focused on critical issues such as customs staffing, humane migrant services, and transportation infrastructure funding. These conversations laid the groundwork for future collaboration between FPAA and state agencies, aimed at enhancing border efficiency and supporting the region's economic vitality.

Beyond the Governor's visit, FPAA remained active throughout the year in advocating for policies that support trade, reduce regulatory burdens, and promote sustainability. The association played a key role in national discussions on tariffs and trade agreements, while also expanding its influence through a newly formalized advocacy structure that strengthens both local and national efforts.

FPAA's commitment to its members was evident in its continued engagement with policymakers, participation in industry coalitions, and hosting of events that foster dialogue and innovation. The association's proactive stance on issues like port modernization, workforce training and availability, and infrastructure funding to improve roadways has positioned the FPAA as a trusted partner in shaping Arizona's agricultural future.

As FPAA looks ahead, the momentum built in 2025 serves as a powerful foundation for continued progress. The association remains steadfast in its mission to advocate for the fresh produce industry, ensuring that Arizona remains a thriving hub for international trade and agricultural excellence.



# FPAA ADVOCACY IN ARIZONA: A YEAR OF IMPACT AND PARTNERSHIP

### ADVOCACY DAY AT THE ARIZONA STATE CAPITOL

In February 2025, FPAA brought together members and staff for an impactful Advocacy Day in Arizona.

The event began with a presentation before the House International Trade Committee, during which FPAA representatives emphasized the fresh produce industry's crucial economic contributions. Following that, the group met with multiple state legislators (including Representatives Justin Wilmeth, Stacy Travers, Myron Tsosie, Laurin Hendrix, and Senator Rosanna Gabaldon) as well as leadership from the Arizona Department of Transportation (e.g. Deputy Director Wayde Webb, Director of the Office of International Border Affairs, Mark Sanders, and the head of ADOT, Director Jennifer Toth).

The conversations focused on advancing policies around transportation infrastructure, cross-border trade, and regulatory support. Members JJ Badillo, Martha Rascon, and Griselt Cerezo joined and played a key role in amplifying the industry's voice.



JJ Badillo highlights the critical role of the fresh produce industry in Arizona's economy to the House International Trade Committee at AZ Advocacy Day at the Capitol.



FPAA Members and staff pose by the AZ Liberty Bell at the AZ State Capitol



#### FPAA CONNECTS WITH CONGRESSMAN STANTON AT USGLC

FPAA Vice President Allison Moore and Director of Operations and Foreign Affairs Georgina Felix attended America and the World: How Arizona Wins, hosted by the U.S. Global Leadership Coalition (USGLC) in Phoenix.

Congressman Greg Stanton delivered the keynote address, emphasizing the importance of strong international trade relationships in supporting U.S. businesses, economic growth, and global stability. During the event, FPAA representatives engaged with Congressman Stanton to discuss key trade and policy issues impacting the produce industry and the association's members.



Pictured left to right: Executive VP Allison Moore, Congressman Greg Stanton, and Director of Operations and Foreign Affairs Georgina Felix

#### FPAA, PORT AUTHORITY HOST SENATOR KELLY IN NOGALES

The FPAA, in partnership with the Greater Nogales Santa Cruz County Port Authority, hosted Arizona Senator Mark Kelly in Nogales to discuss key issues affecting the produce industry.

Discussions focused on business certainty, long-term planning, and how tariff uncertainty disrupts operations for U.S. importers. The group also addressed the potential termination of the Tomato Suspension Agreement and its impact on vine-ripe tomato imports. FPAA continues to advocate for policies that promote stability and protect trade.





### FPAA SPEAKS ON CROSS-BORDER WATER AND TRADE AT UA WRRC CONFERENCE

FPAA Vice President Allison Moore spoke at the University of Arizona's Water Resources Research Center 2025 Annual Conference, Shared Borders, Shared Waters: Working Together in Times of Scarcity. With Governor Katie Hobbs delivering the keynote, the event highlighted collaboration on water issues across Arizona and the border region.

Moore shared FPAA's perspective on the interconnectedness of North American trade, agriculture, and water resources, noting Mexico's leadership in smart water practices such as drip irrigation and greenhouse technology. She also emphasized the significance of the upgraded International Outflow Interceptor between Nogales, Sonora, and Nogales, Arizona, underscoring how water management directly influences trade and binational relations.







### FPAA JOINS ARIZONA-MEXICO COMMISSION 66TH SUMMIT TO ADVANCE CROSS-BORDER COLLABORATION

The FPAA proudly participated in the 66th Arizona-Mexico Commission Summit, which brought together over 500 leaders to advance cross-border cooperation and prosperity. Representing FPAA, Chairwoman Raquel Espinoza and Vice President Allison Moore met with Arizona Governor Katie Hobbs, Sonora Governor Alfonso Durazo, and agricultural officials from both states to discuss the Tomato Suspension Agreement and priorities for upcoming USMCA negotiations. Director of Operations and Foreign Affairs Georgina Felix and Past Chairman Rod Sbragia participated in the Transportation and Infrastructure Committee, highlighting projects such as the DeConcini Port of Entry and Rio Rico Water Treatment upgrades. FPAA remains committed to collaborating with the AMC to strengthen Arizona-Sonora trade and promote regional growth.









## FPAA PARTICIPATES IN ADOT ROUNDTABLE TO DISCUSS KEY INFRASTRUCTURE PROJECTS



FPAA Director of Operations and Foreign Affairs Georgina Felix participated in an Arizona Department of Transportation (ADOT) roundtable at the Mariposa Port of Entry, focused on key transportation and infrastructure priorities for the border region. Discussions included updates on the DeConcini Port modernization, design progress for Ruby Road and Rio Rico Drive connections, and state-funded projects such as Frank Reed Road, Industrial Park Drive, and La Quinta Road. FPAA's engagement ensured that the produce industry's needs were represented as state and local partners—including ADOT, the Port Authority, and Santa Cruz County—work to enhance infrastructure supporting cross-border trade and regional growth.

### FPAA MEETS WITH AZ ATTORNEY GENERAL KRIS MAYES ON TARIFF ISSUES

**FPAA** Chairman-Elect Guillermo Martínez, Executive Vice President Allison Moore, board member Scott Vandervoet, member Vandervoet, and Dan Coogan of Coogan & Martin met with Arizona Attorney General Kris Mayes in Nogales to discuss ongoing challenges related to the IEEPA tariffs. Joined by representatives from the City of Nogales, Santa Cruz County, the cattle and manufacturing industries, and the Port Authority, the group addressed the tariffs' economic impact on border communities and trade. The discussion followed a U.S. Court of International Trade ruling that the President exceeded his authority in imposing the tariffs—now under appeal and potentially headed to the U.S. Supreme Court. FPAA continues to advocate for fair trade policies that support the produce industry and regional economies.



Pictured: Scott Vandervoet, Brian Vandervoet, and Dan Coogan meeting with AZ Attorney General Kris Mayes.



Pictured: FPAA Chairman Elect Guillermo Martinez seated with Members of the AZ Cattle Industry during the AZ Attorney General Meeting.



### FPAA ACTIVITIES IN WASHINGTON, DC

### **INTRODUCTION**

Throughout 2024 and into 2025, the FPAA maintained a robust presence in Washington, DC, advocating for policies that support fair trade, efficient border operations, and food safety. FPAA's engagement with Members of Congress, federal agencies, and allied organizations focused on key issue areas including trade policy, Customs and Border Protection (CBP) operations, USDA inspections, transportation infrastructure, and regulatory reform.

### **CONGRESSIONAL ENGAGEMENT**

FPAA participated in multiple Capitol Hill meetings and events, including the annual FPAA Washington, DC Fly-in and the House Agriculture Trade Caucus reception, where FPAA representatives met with lawmakers to discuss the importance of trade to border economies. FPAA emphasized the need for bipartisan support for trade agreements and border infrastructure, particularly in light of proposed tariff policies and the upcoming USMCA review in 2026.

The association also monitored leadership changes in Congress, including the appointment of new committee chairs in agriculture, transportation, and trade-related committees. These developments were critical for shaping FPAA's strategy in the new legislative environment.



Pictured: FPAA members gather on Capitol Hill in Washington, D.C. during the Association's annual DC Fly-In to advocate for key produce industry priorities.



Pictured: FPAA met with the US Chamber of Commerce, which sent the Administration a letter supporting FPAA's position to preserve the Tomato Suspension Agreement.

### **AGENCY COLLABORATION**

- CBP: FPAA worked closely with CBP to address operational concerns at ports of entry, including Nogales and Texas ports. The association provided input on seasonal gate hours, rail operations, and cybersecurity protocols for trade partners.
- USDA: FPAA collaborated with USDA on several fronts, including the Tomato Suspension Agreement inspections, grade standards for grapes, and Section 8e inspection fee reforms. The association advocated for equitable inspection practices and worked to ensure that changes to fee structures would not disproportionately impact importers.
- FDA: FPAA tracked FDA updates on pesticide residue monitoring and food safety initiatives. The association encouraged members to participate in FDA surveys and stakeholder dialogues, particularly those related to the Human Foods Program reorganization.
- USTR and Commerce: FPAA submitted formal comments on proposed changes to antidumping and countervailing duty regulations, particularly the removal of the agricultural specificity exception. The association warned that such changes could lead to increased trade actions against agricultural imports.
   The FPAA also talked about the potential harm of tariffs and anti-dumping duties on U.S. importers.



Pictured: FPAA President Lance Jungmeyer joins the Border Trade Alliance Board Meeting, thanking BTA leadership for their continued support on the Tomato Suspension Agreement. Jungmeyer also met with Congressman Greg Stanton during the BTA's Congressional Reception on Capitol Hill.

### **ALLIED ORGANIZATION ENGAGEMENT**

FPAA maintained active participation in the International Fresh Produce Association (IFPA), including attending the IFPA Policy Retreat and serving on the IFPA Government Relations and Food Safety Councils. FPAA also worked with the Border Trade Alliance (BTA) to oppose proposals that would remove commercial traffic from key ports of entry, such as the Bridge of the Americas in El Paso.

Pictured: FPAA member Skip Hulett of NatureSweet speaks during the "Building a More Competitive U.S.-Mexico Border" event in Washington, D.C.



### TRANSPORTATION AND INFRASTRUCTURE

FPAA addressed transportation challenges affecting cross-border trade, including rail service disruptions in Mexico. The association joined the Agriculture Trade Working Group in raising concerns with the Surface Transportation Board and monitored DOT developments, including new direct flights between border cities and Washington, DC.

Pictured: FPAA works with state and local partners on many national issues. Here, the FPAA meets with Arizona Department of Transportation Officials and U.S Consul General Michelle Ward



### **REGULATORY AND POLICY DEVELOPMENTS**

FPAA closely followed the transition to the new Presidential Administration and its proposed "America First Trade Policy." The association flagged concerns about potential tariffs on Mexican and Canadian imports and worked to educate lawmakers on the risks to U.S. agriculture and consumers.





Pictured: FPAA Executive Vice President Allison Moore and member Gustavo Acosta, President of the Nogales Customs Brokers Association and General Manager at RL Jones, joined the panel "The New Trade Geography: How the USMCA is Reshaping the Arizona-Sonora Border" at the USMCA Forum Series in Tucson.

#### **CONCLUSION**

FPAA's Washington, DC activities in 2024–2025 reflect a proactive and strategic approach to advocacy. By engaging with lawmakers, agencies, and industry partners, FPAA continues to champion policies that support fair trade, efficient border operations, and a strong produce industry.



Pictured: During the NY Produce Show's Global Trade Symposium, FPAA chairwoman Raquel Espinoza and FPAA grape division chairman John Pandol spoke on a panel moderated by Allison Moore about trade with Mexico.



Pictured: Mexico's Ambassador to the Unites States Esteban Moctezuma, and Carol Columbo of the Arizona District Export Council discuss USMCA and the future of trade during an event in Phoenix.

## OVERVIEW OF FPAA'S CONGRESSIONAL ENGAGEMENTS

Throughout 2024 and into early 2025, the FPAA conducted a series of meetings with Congressional offices and key trade policy staff to advocate for issues critical to the fresh produce industry. These meetings focused on:

- Opposing proposed tariffs on U.S. importers of Mexican produce, particularly tomatoes.
- Preserving the Tomato Suspension Agreement, which FPAA argued is vital for maintaining fair trade and protecting jobs in border states.
- Improving port infrastructure, including refrigerated inspection facilities.
- Educating lawmakers on the economic impact of trade disruptions and the importance of U.S.– Mexico agricultural trade.
- Engaging with trade committees to ensure FPAA's voice is heard in policy discussions.

The FPAA also participated in the House Agriculture Trade Caucus event and met with other agricultural trade groups to coordinate strategy on trade policy.



Pictured: FPAA's DC Advocate Britton Mullen meets with Members of Congress and the Border Trade Alliance in Washington, DC.

### **CONGRESSIONAL OFFICES FPAA MET WITH**

### **SENATE**

- Sen. Ron Wyden (D-OR)
- Sen. Mike Crapo (R-ID)
- Sen. Ruben Gallego (D-AZ)
- Sen. John Cornyn (R-TX)
- Sen. Ted Cruz (R-TX)
- Sen. Adam Schiff (D-CA)
- Sen. Alex Padilla (D-CA)
- Sen. Gary Peters (D-MI)
- Sen. Mark Kelly (D-AZ)



Left to right: Luis Mario Morales of Chucho Produce, Skip Hulett of Nature Sweet, Representative Henry Cuellar (D-TX), Raquel Espinoza of Produce House, Matt Mandel of Sunfed, and FPAA President Lance Jungmeyer.

#### **HOUSE OF REPRESENTATIVES**

- Rep. Jason Smith (R-MO)
- Rep. Abe Hamadeh (R-AZ)
- Rep. Vicente Gonzalez (D-TX)
- Rep. Tony Gonzales (R-TX)
- Rep. Paul Gosar (R-AZ)
- Rep. Darrell Issa (R-CA)
- Rep. Henry Cuellar (D-TX)
- Rep. Juan Vargas (D-CA)
- Rep. David Schweikert (R-AZ)
- Rep. Juan Ciscomani (R-AZ)
- Rep. Andy Biggs (R-AZ)
- Rep. Greg Stanton (D-AZ)
- Rep. Lloyd Smucker (R-PA)
- Rep. Mark Amodei (R-NV)
- Rep. Adrian Smith (R-NE)
- Rep. Eli Crane (R-AZ)

- Rep. Monica De La Cruz (R-TX)
- Rep. Raul Ruiz (D-CA)
- Rep. Jim Costa (D-CA)
- Rep. Jimmy Panetta (D-CA)
- Rep. Biran Fitzpatrick (R-PA)
- Rep. Tom Souza (D-NY)
- Rep. Chuck Edwards (R-NC)



Left to right: FPAA members Jorge Donnadieu of Fresh Farms, John Pandol of Pandol Bros., Griss Cerezo of Flavor King, and Jose Antonio Martinez of Divine Flavor prepare to enter a meeting with a Member of Congress in Washington, DC.

### TOMATO SUSPENSION AGREEMENT

### \* OVERVIEW

The Tomato Suspension Agreement (TSA) has long served as a cornerstone of trade policy between the United States and Mexico. In 2024–2025, FPAA undertook significant efforts to preserve the agreement amid growing political and economic pressures that ultimately led to its termination.



## \* KEY DATES AND TIMELINE



- September 2024: FPAA submitted information to USITC reaffirming its interested party status.
- October 2024: FPAA continued engagement with Commerce and allied groups to maintain the Tomato Suspension Agreement.
- July 14, 2025: TSA officially expired, triggering a 17–21% duty on Mexican tomato imports.
- May -August 2025: FPAA organized training and issued guidance to members on preparing for the new tariff environment.

## \* FPAA'S ADVOCACY AND ENGAGEMENT

FPAA submitted formal responses to USITC, the Department of Commerce, and Members of Congress about the TSA. The FPAA also participated in regular meetings with allied groups fighting to maintain the agreement and engaged in an aggressive push for broad press coverage and a publicity campaign to "Save My Tomato." The association worked closely with Arizona Governor Katie Hobbs and Sonora Governor Alfonso Durazo, who jointly sent a letter to Commerce Secretary Gina Raimondo urging renewal of the agreement. The FPAA also worked with Members of Congress on a bi-partisan letter from Members urging Commerce to keep the agreement.

## \* TERMINATION AND IMPLICATIONS

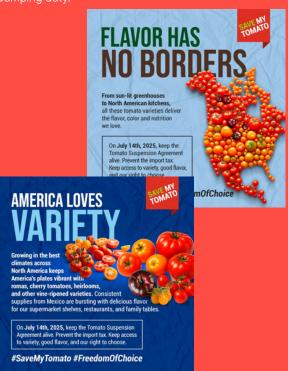
Despite FPAA's efforts, the TSA was terminated on July 14, 2025. FPAA continues to work with members on complying with duty requirements, including Customs bond adjustments, contract reviews, understanding Mexico's new minimum price requirements, and more.

## \* POLITICAL AND ECONOMIC CONTEXT

The termination occurred amid a shifting political landscape and the announcement of the "America First Trade Policy." FPAA warned that the loss of the TSA could lead to broader disruptions in the U.S.-Mexico agricultural supply chain.

### \* CONCLUSION

While the agreement's termination presents significant challenges, FPAA remains committed to supporting its members through advocacy, education, and strategic engagement. The FPAA is also working to urge both U.S. and Mexican officials to negotiate a bi-national agreement on tomatoes that would eliminate the anti-dumping duty.





# FPAA: FIGHTIING FOR MARKET ACCESS IN A TUMULTUOUS TRADE ENVIRONMENT

In a year marked by trade threats, labor reforms, and geopolitical tensions, the FPAA served as a vigilant defender, tracking Mexico's evolving relationship with the United States. From tomato tariffs to labor reforms, FPAA has chronicled the pulse of Mexico's agricultural and economic landscape with a clear focus: protecting the interests of U.S. importers of Mexican produce.



#### STRATEGIC MONITORING AND ADVOCACY

Throughout the past year, FPAA has actively monitored developments affecting U.S. importers of Mexican fruits and vegetables. The association engaged with officials from both countries, participated in industry webinars, and issued guidance to its members on navigating new trade protocols. FPAA's mission has been to ensure that importers remain informed, compliant, and prepared for a shifting regulatory landscape.

A key moment in FPAA's advocacy effort was its annual trip to Mexico City, aimed at engaging with industry partners and government officials to better understand expectations from Mexico's incoming administration.

As Mexico underwent political transitions and economic reforms, FPAA maintained a steady presence, interpreting policy changes and trade developments for its members. Whether it was a new labor law or a tariff threat, FPAA's communications helped U.S. business understand the implications and adjust their operations accordingly.



Pictured: Zhaira Mejia of CIDH-CAADES, Liliana Diaz of Consejo Agrícola de Baja California, Nayeli Lastra of APHYM, Manuel Cazarez of Sistema Producto Tomate, and Georgina Felix of FPAA at AMHPAC's race.



Pictured: Board of Directors of AMPAC at the inauguration. The FPAA was proud to participate in the 2025 AMHPAC Congress.



### SENASICA AND AGRICULTURAL OVERSIGHT

During the trip, FPAA met with Javier Calderon, Director General of SENASICA, to discuss inspections of mangos and avocados in Michoacan and recent security issues involving APHIS inspectors. SENASICA confirmed that APHIS had delegated orchard inspections to SENASICA, which had already taken over these responsibilities.

FPAA also raised concerns about deforestation linked to avocado expansion. While SENASICA does not oversee deforestation laws, it explained that Mexico's Agriculture Department uses maps of "established agricultural areas" to ensure new orchards are only approved within designated zones, indirectly discouraging deforestation.

Another topic of interest was maximum residue levels (MRL's) on Mexican produce. SENASICA assured FPAA that all certified growing areas comply with MRL standards and that the FDA has not reported any issues with imported Mexican produce.



### INFRASTRUCTURE AND SECURITY: NOGALES CORRIDOR

FPAA met with Salvador Monroy, Director of Foreign Affairs of the Secretariat of Infrastructure, Communications and Transport (SICT), to discuss the status of the Nogales corridor. The corridor is now managed by the State of Sonora and private investor group, Nogamex, which has submitted a project to improve its infrastructure.

FPAA was provided contact information for the Director General of Road Safety and National Guard Facilities to advocate for the reinstatement of federal security patrols – lost during the transition from federal police to the National Guard.



Pictured: FPAA Chairman-Elect Guillermo Martinez of Frello Fresh and Gerardo Valenzuela Buelna, the Arizona Representative of the Government of Sonora.



### USDA, APHIS AND DIPLOMATIC TENSIONS

In a joint meeting with USDA-FAS and APHIS Mexico, FPAA engaged with key U.S. officials including Agricultural Minister-Councelor Holly Higgins and APHIS Regional Manager Cristobal Zepeda. Discussions covered crop production, water allocation, and the strain on Mexico's supply chain due to booming trade with the U.S. APHIS also reported challenges in Chiapas and Tamaulipas, where security issues have hindered operations related to fruit fly control and papaya exports.

Security concerns in Michoacan had previously halted APHIS inspections, but FPAA learned that avocados and mangos were rerouted to packing facilities in other states, such as Jalisco, to maintain exports. However, with 80% of avocados grown and packed in Michoacan, this workaround remained limited. The new SENASICA-led inspection program was expected to mitigate these risks.

The meeting took place amid heightened diplomatic tensions. President Lopez Obrador had announced a "pause" in communications with the U.S. and Canadian embassies following criticism of his proposed judicial reforms. These reforms – aimed at electing federal judges, dismantling Mexico's freedom of information institute, and militarizing law enforcement – had raised concerns about Mexico's democratic institutions and trade stability. Despite this, USDA officials assured FPAA that cooperation with Mexico's Agriculture Department (SADER) remained strong and was expected to continue under the next administration.





Pictured: FPAA Director of Operations and Foreign Affairs participated in the Enza Zaden annual sales meeting. During the event, the Director emphasized the importance of collaboration between seed producers and the fresh produce industry to drive innovation and sustainability.



### THE TOMATO TRADE CRISIS

One of the year's most significant developments was the termination of the Tomato Suspension Agreement (TSA), which had long governed the terms of Mexican tomato exports to the U.S. FPAA closely tracked the fallout, reporting on the new compliance requirements and the risks posed by antidumping duties.

The U.S. Department of Commerce's decision to terminate the TSA triggered a wave of concern across the supply chain. FPAA emphasized the need for importers to prepare for administrative reviews, which could result in retroactive duties. The association also highlighted the importance of proper customs documentation, bonds, and letters of credit to protect U.S. businesses.

With Mexico's new minimum-price program, FPAA is working diligently to coordinate with the Mexican growers' associations, as well as to educate our Members about how to incorporate this new minimum price and still be in compliance with anti-dumping duty regulations.

### **DIPLOMACY AND DEFENSE**

FPAA reported on negotiations between Mexico and the U.S. aimed at averting a 30% tariff on all Mexican exports. The outcome – a 90-day window for bilateral negotiations – provided a critical reprieve for U.S. importers.

FPAA also covered Mexico's consideration of retaliatory tariff on U.S. chicken and pork, underscoring the broader implications for agricultural trade and the importance of maintaining open dialogue.



Pictured: Director of Operations & Foreign Affairs Georgina Felix representing the FPAA at the AHIFORES meeting and tour of their Model Social Responsibility Program



### LABOR AND SECURITY REFORMS

Beyond trade, FPAA monitored Mexico's internal reforms, including the gradual implementation of a 40-hour workweek and the National Guard's expanded role in environmental protection. These domestic developments have ripple effects on labor availability and logistics in the produce sector – issues FPAA continues to evaluate for their impact on U.S. importers.

The labor reform raised questions about workforce availability and cost structures. FPAA monitored discussions between government officials, business leaders, and unions, noting proposals for fiscal incentives and subsidies to ease the transition.

## AGRICULTURAL DIPLOMACY AND LIVESTOCK TRADE

FPAA documented meetings between Mexico's Secretary of Agriculture and U.S. officials focused on reopening cattle trade and addressing screwworm infestations. These efforts reflect FPAA's broader commitment to cross-border cooperations in agricultural health, ensuring that U.S. importers can rely on safe and stable supply chains.





Pictured: FPAA's Director of Operations and Foreign Affairs, Georgina Felix, moderated the keynote conference Agri-Food Safety Policies and Regulations. This session featured representatives from SENASICA, COFEPRIS, the FDA, and IICA, who shared insights on critical regulations and training programs implemented by their respective agencies.



### **TRADE TENSIONS**

FPAA also reported on diplomatic tensions, including statements by U.S. Attorney General Marco Rubio labeling Mexico a foreign adversary due to alleged cartel activity. Mexican officials, including President Sheinbaum and former Ambassador Ken Salazar, pushed back against the claims, emphasizing ongoing cooperation in security and trade.

These tensions underscored the fragile nature of bilateral relations and the importance of organizations like FPAA in maintaining open channels of communication. By providing balanced reporting and advocating for constructive engagement, FPAA helps its members navigate the political landscape without losing sight of business priorities.

## USMCA OUTLOOK AND STRATEGIC ADVOCACY

As the U.S. signals its intent to renegotiate the USMCA in 2026, FPAA is already preparing. The association has amplified expert voices calling for a proactive strategy that defends free trade, avoids managed quotas, and strengthens trilateral competitiveness. FPAA's role in advocacy and information-sharing will be critical as Mexico navigates this next chapter.

## MARKET TRENDS AND IMPORT DEPENDENCY

FPAA tracked Mexico's agri-food export trends, noting a 3.2% year-over-year decline due to trade uncertainty and tariff threats. Tomatoes, beer and other key products saw reduced export values, while avocado exports remained strong. FPAA emphasized the importance of maintaining access to Mexican produce, which accounts for a significant share of U.S. grocery store supply.

The association also reported on Mexico's rising dependency on grain imports, particularly white corn. While this trend reflects domestic challenges, FPAA noted its potential impact on trade negotiations and food security strategies.



### **BUILDING PARTNERSHIPS**

FPAA expanded its outreach to the State of Texas Mexico Office (STMO), seeking to replicate its successful collaboration with the Arizona Trade Office. The goal is to strengthen regional supply chains and support FPAA members operating in Texas. The association also participated in AMHPAC's annual event, where it engages with growers and discussed sustainability initiatives and industry challenges.

## CONCLUSION: A STEADFAST ADVOCATE

In the face of uncertainty, FPAA remains a steadfast advocate for U.S. importers of Mexican produce. Its vigilance and expertise ensure that the fresh produce trade continues to thrive, even in the most challenging of times. As Mexico and the U.S. prepare for a new phase in their trade relationship, FPAA's role will be more important than ever – bridging borders, informing stakeholders, and defending the flow of fresh, healthy food across North America.







Pictured: Georgina Felix, Director of Operations & Foreign Affairs participated as a featured speaker at Enza Zaden's Expert Talk, held in collaboration with Rancho Los Pinos.

## **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 **AMHPAC** 

Asociacion de Productores y **Empacadores Exportadores de Aguacate** de Mexico (APEAM) www.apeamac.com APEAM AC

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

**Eleven Rivers** www.veggiesfrommexico.com Comision para la Investigacion y



Defensa de las Hortalizas de Sinaloa (CIDH) www.cidh.org.mx

> APHIM - Asociacion de Productores de Hortalizas del Yaqui y Mayo https://aphym.com

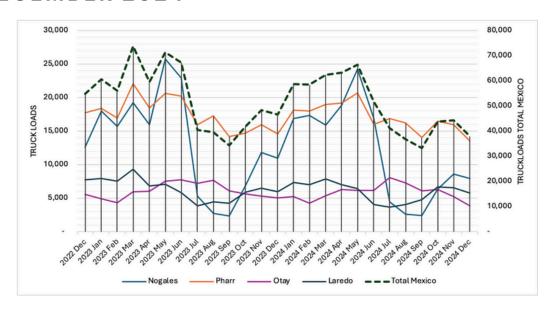
Alianza Hortofruticola Internacional para el Fomento de la Responsabilidad Social (AHIFORES)

www.ahifores.com

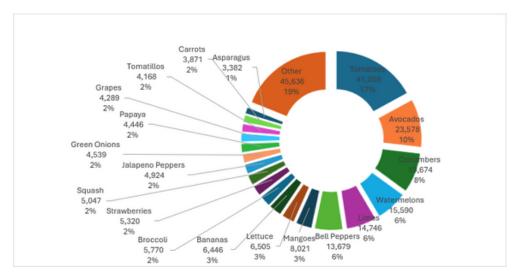


## CROSSINGS OVERVIEW 2025

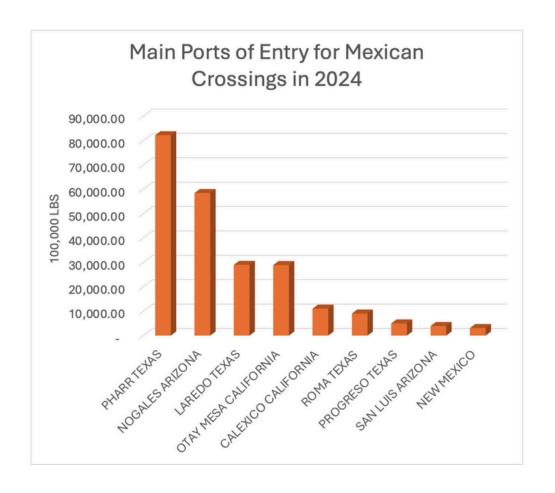
## PORT OF ENTRY COMPARISON. DECEMBER 2022 - DECEMBER 2024



## MAIN PRODUCE ITEMS IMPORTED FROM MEXICO - 100,000 LB UNITS



#### MAIN PORTS OF ENTRIES FOR MEXICAN PRODUCE



#### IMPORTS OF MEXICAN PRODUCE



## **FPAA MAIL BAG**



#### ADVOCACY THROUGH COALITION AND CONGRESSIONAL LETTERS

**Throughout 2024–2025**, FPAA actively joined key advocacy efforts alongside national coalitions, federal agencies, and Members of Congress. These initiatives strengthened FPAA's presence in Washington, D.C., and underscored the association's role in shaping trade, transportation, and agricultural policy.

Beyond sharing positions, these letters help FPAA maintain strong relationships with policymakers and allied groups, ensuring the association's voice remains central in shaping policies that impact cross-border trade.

#### July 2024 – USTR Comments on Temperature-controlled Inspection Facilities

FPAA submitted formal comments to the Office of the U.S. Trade Representative recommending federal investment temperature-controlled inspection facilities at ports of entry. The proposal highlighted food safety risks from open-air inspections and supported sustainable infrastructure improvements at major Southwest border crossings, including Nogales, Pharr, and Laredo.

#### July 2024 - Agricultural Rail Capacity Letter

FPAA joined a coalition of agricultural organizations urging U.S. officials to address rail congestion in Mexico that disrupts agricultural exports. The letter called for bilateral cooperation to expand rail infrastructure investment and ensure equitable service for U.S. commodities moving southbound.

#### September 2024 - Commerce Proposed Rule on Antidumping Laws

FPAA submitted comments opposing the Department of Commerce's proposal to remove the long-standing agricultural exception under countervailing duty law. The association cautioned that eliminating this provision could expose U.S. agricultural exports to retaliatory measures and distort fair trade practices.

#### April 2025 - Highway Trust Fund Coalition Letter

FPAA co-signed a national agriculture and transportation coalition letter calling for sustainable and equitable funding for the Highway Trust Fund. The letter advocated for fair contributions from electric and hybrid vehicles to support rural infrastructure vital to agricultural logistics.

## **FPAA MAIL BAG**



#### April 2025 - Surface Transportation Reauthorization Letter

FPAA joined more than 40 agricultural and transportation associations urging Congress to reauthorize the Surface Transportation Act. The coalition emphasized rural infrastructure. modernized truck weight limits, first- and last-mile road connections, regulatory flexibility for agricultural haulers.



Pictured: FPAA advocates for many issues, including driver education and safety. Here, FPAA President Lance Jungmeyer practices on a truck-driving simulator at Pima Community College in Tucson.

#### May 2025 - Congressional Letter Supporting Tomato Suspension Agreement

FPAA supported a bipartisan letter led by Senator Mark Kelly and Representatives David Schweikert and Greg Stanton urging the Department of Commerce to maintain the 2019 Tomato Suspension Agreement (TSA). The letter—signed by 34 Members of Congress—warned that withdrawing from the TSA would threaten jobs, disrupt trade, and increase consumer prices nationwide.

#### June 2025 - Red Sun Farms Congressional Response

FPAA member Red Sun Farms, based in Virginia, sent a letter to Congressman Morgan Griffith urging reconsideration of his support for terminating the TSA. The letter emphasized the agreement's critical role in sustaining U.S. jobs, lowering consumer prices, and maintaining fair trade with Mexico.

### June 2025 - Coalition Letter on Port and Supply Chain Readiness

FPAA joined over 225 associations urging the administration to reinstate the White House Supply Chain Disruption Task Force in anticipation of congestion from new tariff policies. The coalition called for proactive coordination across ports, carriers, and logistics providers to safeguard U.S. competitiveness.



From advocacy meetings and industry conferences to community celebrations and member gatherings, 2025 was a year full of connection and collaboration for the FPAA. The following highlights capture just a few moments from our events throughout the year—showcasing the members, partners, and leaders who help drive our mission forward.









Held in April at the Tubac Golf Resort, the FPAA Spring Policy Summit brought together members, government officials, and industry leaders to discuss key issues in trade, infrastructure, and border operations. The event fostered collaboration between public and private partners to strengthen cross-border efficiency and support the growth of the fresh produce industry.

















The second annual SouthWest International Produce Expo (SWIPE), held in Tucson, brought together hundreds of produce industry leaders for three days of networking, education, and business growth. Featuring the 57th Desert Classic Golf Tournament, engaging panel discussions, and a vibrant expo floor, SWIPE continued to strengthen its reputation as a premier regional event connecting buyers and sellers across North America.







43 | ANNUAL REPORT 2025

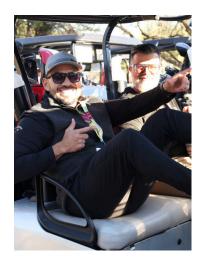


























































Dear FPAA Members

As we reflect on the past year, I want to take a moment to thank each of you for your continued support and engagement with the Fresh Produce Association of the Americas. Your dedication to our shared mission has helped us navigate a year of challenges and opportunities, and I'm proud of what we've accomplished together.

Over the last 12 months, FPAA has remained deeply engaged in government affairs, advocating for fair and transparent trade policies that support our industry. We've worked tirelessly to represent your interests in Washington, DC, particularly fighting to keep the Tomato Suspension Agreement and then helping members as the TSA came to an end. Our team provided critical input to policymakers, collaborated with allied organizations, and ensured that the voice of our members was heard loud and clear. We also continued to monitor and respond to developments in tariffs and trade issues.

Looking ahead, we are entering a pivotal time. One of our key initiatives in the coming year will be engaging in discussions around the potential renegotiation of the United States-Mexico-Canada Agreement (USMCA).

FPAA will be actively involved in these conversations to ensure that any changes reflect the realities of cross-border produce trade and protect the interests of our members.

We're also excited to build on the success of the Southwest International Produce Expo (SWIPE). Last year's event was a tremendous showcase of innovation, collaboration, and community, and we're already working to make this year's expo even more impactful. SWIPE continues to be a cornerstone of our members marketing, outreach, and networking efforts, and we encourage all members to participate and bring their teams.

In addition, FPAA is committed to helping you navigate the evolving landscape of international trade. With ongoing uncertainty around tariffs, antidumping duties, and shifting regulatory frameworks, our goal is to provide timely updates, expert analysis, and practical resources to support your business decisions. Whether through webinars, member alerts, or one-on-one consultations, we're here to help you stay ahead of the curve.

As always, our work is driven by the needs and priorities of our members. If there are issues you'd like us to address or ideas you'd like to share, please don't hesitate to reach out. Your feedback is invaluable and helps shape the direction of our advocacy and programming. Thank you again for being part of the FPAA community. Together, we will continue to strengthen our industry, support our workforce, and promote the value of fresh produce in North America and beyond.

Sincerely,

Allison Moore Executive Vice President



#### Dear FPAA Members

As we prepare for 2026, I want to thank you for your continued trust and engagement with the Fresh Produce Association of the Americas. This past year has been one of resilience, advocacy, and strategic collaboration—and the year ahead promises to be even more pivotal.

A major focus for 2026 will be the renegotiation of the United States-Mexico-Canada Agreement (USMCA). FPAA will be actively involved in this process, advocating to protect the interests of our members, particularly by opposing seasonal restrictions and other policies that could disrupt the flow of fresh produce. Our goal is to ensure that trade remains fair. beneficial competitive. and all stakeholders in North America's produce supply chain.

We are also thrilled to announce the third edition of the SouthWest International Produce Expo (SWIPE). In just two years, SWIPE has become a premier event for the fresh produce industry, and expectations for 2026 are higher than ever. The FPAA staff continues to deliver an exceptional growers, experience. bringing together importers, retailers, and industry leaders for meaningful dialogue, innovation, and business development.

In addition, FPAA is committed to strengthening our partnerships with Mexican grower associations. These relationships are essential as we work together to address sustainability, labor reforms, and regulatory compliance. Our binational collaboration ensures that we remain aligned on shared goals and prepared for the evolving trade landscape.

As always, FPAA will continue to monitor policy developments, engage with government officials, and provide timely updates to help you navigate challenges and seize opportunities. Whether through our advocacy efforts, our presence in Mexico City, or our work with agencies like SENASICA and Aduanas, we remain dedicated to supporting your success.

Thank you for being part of this dynamic community. Together, we will continue to build a stronger, more resilient produce industry across borders.

Sincerely,

Georgina Felix
Director of Operations & Foreign Affairs

## EMPOWERING FRESH PRODUCE TRADE THROUGH ADVOCACY, INSIGHTS, AND STRONG PARTNERSHIPS

**Leading trade champion** — importers, distributors, allied companies united around safe, high-quality produce.

Tap into resources, insider insights, and strong advocacy networks—all tailored for business growth.

Your membership amplifies the industry's impact: Washington + Mexico City + regulatory agencies.

#### **How We Support Infrastructure & Advocacy**

- Strategic advocacy in Washington DC, Mexico City, and with regulatory agencies.
- Active work to improve port infrastructure and regional transport logistics.
- Ensuring regulations, trade, food safety rules reflect industry needs.

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Please contact:
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53 | ANNUAL REPORT 2025

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A's Fresh Produce 520-216-4766

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

AgTools (714) 366-3225 www.ag.tools

Ahern Seeds (333) 255-8394 www.ahernagri.com

AHIFORES +52 (452) 101-7286

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

Amore Produce LLC 956-800-4667 www.amoreproduce.com

Andrew & Williamson Sales Co., Inc. 619-661-6004 www.goodfarms.com

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

AZ@WORK Santa Cruz County 520-394-4249 https://santacruzonestop.org

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

Asociación Agrícola Local de Productores de Uva de Mesa (AALPUM) 662-115-1864 www.aalpum.org

Atlas International Customhouse Brokers, Inc. www.divineflavor.com 520-281-4267 https://www.atlaschb.com/ Double Tree Castle, Inc.

Daving Corn Salaras

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

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 770-401-5055 convera.com

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

Delta Fresh Sales LLC 520-281-4444 www.deltafreshproduce.com

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

Ecoplast Injection 619-335-6123 www.ecoplastinjection.com

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

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

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

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

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.fpfc.org

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

Healthy Fresh LLC (520) 628-9297

Higueral Produce Inc. 520-761-3344 www.higueral.com

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

K & K International Logistics, LLC (520) 287-3550 www.kk-intl.com L & M Companies, Inc. (919) 981-8000 www.lmcompanies.com

Lee Jones Insurance Executive NFP 520-571-1900 www.nfp.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.marnegofoods.com

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

Mayer Group CHB, LLC 520-281-3034 www.mayerchb.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

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

OneAZ Credit Union (602) 467.4133 www.oneazcu.com

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 www.packrightllc.com

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

Port Devanning Services, LLC (520) 761-9955

PPC Flexible (801) 465-1300

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

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

Pristine Products Co. 520-980-0031 www.pristine-product.com

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

QFresh Lab 413-204-1788 www.qfreshlab.com

Reveam, Inc. 470-359--3660 reveam.com

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

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

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

ROMPAC Inc. 520-394-4249

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

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

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

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

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

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

Sl Produce, LLC (631) 510-4646

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

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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

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

Tatum Insurance 602-819-8909 tatuminsurance.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 Sykes Company (520) 281-2520 www.thesykesco.com

Tricar Sales, Inc. (520) 281-5777 www.tricarsales.com Trippple Produce LLC 520-281-9081

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

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

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

Veggies Inc. 520-281-5900

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

Wholesum Family Farms, Inc. (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

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# BECOME A MEMBER TODAY



### **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.











