FreshProduce®
ASSOCIATION OF THE AMERICAS

Annual Report

2026



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Table of Contents

SWIPE 2027 & 2028	2	Arizona Advocacy	13
Eller Executive Education Partnership	4	Washington DC Advocacy	16
FPAA Board of Directors	5	Mexico Advocacy	22
The FPAA Team	6	FPAA Mail Bag	29
Legal & Professional Team	7	FPAA Events	34
Industry Partners	8	Why Join FPAA?	45
President's Letter	9	Our Members	46
Chairwoman's Letter	11		

FPAA

SouthWest International

SWIPE

Produce Expo

2027

Three Days of Nonstop Networking with Those You Know and Those You Should Know!!



January 13-15, 2027
JW Marriott Starr Pass
Tucson, AZ

Register Today at www.SWIPEexpo.com

SWIPE 2027: Big Opportunities. More Personal Connections.

The excitement continues to build for the Southwest International Produce Expo (SWIPE)! Now entering its fourth year, SWIPE continues to establish itself as a premier regional event, connecting buyers, importers, distributors, suppliers, and industry leaders from across North America.

SWIPE 2027 returns January 13–15 to the JW Marriott Starr Pass Resort & Spa in Tucson, Arizona! As the first produce expo of the year, SWIPE offers an opportunity to reconnect with industry partners, establish new relationships, and kick off a successful year.

What sets SWIPE apart is its more intimate, relationship-focused atmosphere. While larger trade shows attract thousands, SWIPE emphasizes meaningful conversations, accessible networking, and lasting business relationships. After all, bigger crowds don't always mean bigger opportunities.

For 2027, we've expanded our networking experiences with the Desert Golf Classic, Lucha Libre Pickleball Paddle Battle, Business Speed Dating with retailer buyers, and interactive Mix & Mingle activities. Educational sessions, including "a 2027 Outlook for the Fresh Produce Supply Chain," will offer timely insights into the trends shaping the industry.

Looking ahead, SWIPE 2028 will mark another exciting milestone as the expo moves to a new venue, The Westin La Paloma, creating fresh opportunities for continued growth, innovation, and industry engagement. Save the date for January 19-21, 2028!

As the association behind SWIPE, FPAA is proud to continue building an event centered on the connections and collaboration that drive our industry forward.

Make SWIPE your first stop of 2027! We look forward to welcoming you to Tucson and building an exciting future together.

For more information, visit www.SWIPEexpo.com or call 520-287-2707.

FreshProduce® ASSOCIATION OF THE AMERICAS

Investing in the Next Generation of Produce Industry Leaders

FPAA is excited to introduce a new professional development initiative in partnership with the University of Arizona's Eller Executive Education program: the Fresh Produce Leadership Seminar Series. This collaboration represents an important step in expanding FPAA's educational offerings and providing industry professionals with access to specialized training designed around the unique needs of the fresh produce sector.

Bringing university-level expertise directly to Nogales, the four-part seminar series focuses on essential areas of business leadership, including negotiations, sales, contracts, and artificial intelligence. Led by University of Arizona faculty, each session provides practical insights and strategies that participants can apply to their daily operations, from strengthening customer relationships and navigating complex negotiations to managing business risks and exploring emerging technologies.

Designed for emerging leaders, experienced decision-makers, and professionals seeking to advance their careers, the program connects academic expertise with the real-world challenges facing the industry. By making these educational opportunities more accessible, FPAA aims to help businesses strengthen their teams, improve decision-making, and prepare for an increasingly competitive marketplace.

This new initiative reinforces FPAA's commitment to workforce development, industry education, and cultivating future leaders. We look forward to building on this partnership and exploring additional opportunities that support the professional growth of our members and the long-term success of the fresh produce industry.

FreshProduce® ASSOCIATION OF THE AMERICAS

THE UNIVERSITY OF ARIZONA Eller Executive Education

Board of Directors



Raquel Espinoza
Chairwoman
Produce House



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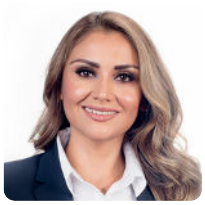
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Chairman of the Tomato Division
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The FPAA Team



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.

Coogan & Martin P.C.



Dan J. Coogan



Robert "Kip" C. Martin

In 2001, Kip Martin and his law partner, Dan 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").

BC Consulting



Britton Mullen

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.

Harris Sliwoski, LLP



Adams Lee

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.

Veridus



Jeff Sandquist



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.

Neville Peterson



John M. Peterson



Richard F. O'Neill

Neville Peterson LLP brings more than 35 years of experience in international and domestic trade law. The firm advises and represents businesses and individuals across the supply chain —including corporations, customs brokers, and carriers—on matters involving trade, Customs, export controls, intellectual property, antitrust, and shipping.
Its guidance helps FPAA keep members informed and supports the association's advocacy on trade and Customs issues affecting cross-border produce businesses.

Industry Partners

BTA Border Trade Alliance

Nogales-Santa Cruz County Chamber of Commerce — Bridging the Americas

International Fresh Produce Association

The Spirit of Enterprise — U.S. Chamber of Commerce

Arizona Chamber of Commerce & Industry

CPMA

fpfc Fresh Produce & Floral Council

Greater Nogales Santa Cruz County Port Authority

FMI The Food Industry Association

ahifores

Western Growers

AAEI

Farmers for Free Trade

Arizona-Mexico Commission

Letter from the President



Lance Jungmeyer

President of the FPAA

Dear Members of the Fresh Produce Association of the Americas,

This industry has never been defined by easy conditions. It has been defined by resilience, by relationships, and by the determination to keep healthy, fresh produce moving from farm to table in communities across North America. For over a century, this has been your calling.

Today, that resilience is being tested on several fronts. The ongoing discussions around renewing the U.S.-Mexico-Canada Agreement will be consequential for every company connected to cross-border produce trade. USMCA has provided the framework for an integrated North American supply chain. Renewing and strengthening that framework will require steady advocacy, the kind that arrives on the doorstep of Congress when you as Members are involved.

We must continue making the case that predictable rules, fair dispute resolution, efficient border operations, and science-based trade policy are not abstract policy goals; they are the foundation that allows our members to invest, hire, grow, and serve consumers. FPAA's Volunteer Leaders and Staff remain engaged in discussions about the USMCA trade agreement – at every opportunity we present your position to negotiators on both sides of the aisle.

At the same time, many importers are working through the practical challenges of IEEPA duty recovery. FPAA has led the charge to help you recover your duties, and we will continue to monitor developments, share credible resources, and advocate for clarity so that members can pursue lawful recovery while maintaining confidence in compliance. In moments like this, good information and coordinated industry action matter. This is just one of the ways in which your Membership in the FPAA really delivers.

The challenges are real, but so is the opportunity before us. That is why we regard the association's marquee event - SWIPE – to be more important now than ever.

The Southwest International Produce Expo brings buyers, sellers, service providers, and industry leaders together at the right time and in the right place to talk about the future of fresh produce. It is where relationships are renewed, new business is started, and practical ideas are exchanged. SWIPE 2027 is scheduled for January 13-15, 2027, at the JW Marriott Starr Pass in Tucson, Ariz. This is where the produce industry connects, learns and grows. If you haven't already made plans to be with us, don't wait a moment longer.

> For FPAA members, SWIPE is more than an event – it is a celebration of culture, heritage and pride in feeding North America. It is a chance to tell our story directly…
>
> Lance Jungmeyer
> President of the FPAA

For FPAA members, SWIPE is more than an event – it is a celebration of culture, heritage and pride in feeding North America. It is a chance to tell our story directly — to retailers, foodservice buyers, logistics partners, regulators, and one another. It is a platform to show how our industry supports food availability, regional jobs, and year-round consumer access to fruits and vegetables. It is also a reminder that despite uncertainty in Washington, at the border, or in the marketplace, we are strongest when we speak and act together.

There's another reason to be excited about the FPAA. We are launching the FPAA Executive Development Program, in coordination with the Eller College of Management at the University of Arizona.

This four-session series, which is geared specifically to issues facing businesspeople in the US-Mexico import space, begins in November and runs through December. The program provides a hands-on, interactive regimen to increase your business skills, or those of your team members. The four sessions focus on: sales; contracts; negotiations; and, strategies for using AI in the produce import and sales space. Learn more at www.thefpaa.com.

Over the months ahead, FPAA will remain focused on three priorities: defending the value of North American produce trade, helping members navigate tariff and duty issues with timely information, and creating opportunities for business growth through events like SWIPE.

I encourage each of you to stay engaged, share how these issues affect your business, and join us in January at SWIPE, and our Spring Policy Summit, May 12, in Tubac, Ariz.

Together, we can help shape a stronger, more predictable, and more prosperous future for the fresh produce trade, whether at the border, or wherever you do business in North America.

Sincerely,



Lance Jungmeyer
President
Fresh Produce Association of the Americas

Letter from the Chairwoman



Raquel Espinoza
Chairwoman of the FPAA

Dear Members of the Fresh Produce Association of the Americas,

As I reflect on my time serving as Chairwoman of the Fresh Produce Association of the Americas, I am filled with gratitude, pride, and a deeper appreciation for the people and experiences that have shaped this extraordinary journey.

Serving this association has been one of the greatest honors of my professional career. It has challenged me, inspired me, and reminded me of the importance of leadership, relationships, and service.

From the beginning, I believed that serving well meant taking the time to understand our organization, asking thoughtful questions, and becoming involved in the work that keeps our association strong. Throughout my tenure, I made it a priority to look closely at our finances, dig into the books, and encourage greater structure, financial responsibility, and accountability. I believed these efforts were essential to making thoughtful decisions that would sustain our organization for generations to come.

My chairmanship also coincided with a particularly challenging period for our industry.

From the USMCA review and negotiations to IEEPA tariffs and the reinstatement of antidumping duties on Mexican tomatoes, we have faced significant uncertainty affecting our businesses, our growers, and the communities that depend upon us.

Navigating these issues deepened my understanding of the political landscape surrounding our industry and the relationships, persistence, and dedication required to advocate effectively on our members' behalf.

These challenges reinforced something I have come to appreciate more deeply: the extraordinary value of our association and the strength of our collective voice.

As business owners, we see the challenges. We experience the consequences of decisions made at the highest levels of government, whether those decisions work in our favor or against us.

But what we don't always see is the tireless advocacy taking place behind the scenes.

Our voices are being heard, even when we don't hear the conversations ourselves.

I have gained tremendous respect for our President, Vice President, staff, board members, and industry colleagues who continuously work to protect our interests, strengthen relationships nationally and internationally, and advocate for the future of our industry.

Our produce industry has endured for more than a century because generations before us understood the importance of working together. I am proud to be part of an association that continues that legacy.

> Our industry is about far more than moving fresh produce across borders. We create jobs, support families, connect communities, and help feed millions of people...
>
> Raquel Espinoza
> Chairwoman of the FPAA

I am equally proud to have supported the continued development of SWIPE, our Southwest International Produce Expo, which showcases the importance of our region, celebrates our industry, and creates opportunities to strengthen relationships with retailers, growers, and industry partners.

Our industry is about far more than moving fresh produce across borders. We create jobs, support families, connect communities, and help feed millions of people.

Serving as only the second woman to hold this position in the association's 82-year history has also been a source of personal pride. During my tenure, we changed the language in our bylaws from chairman to chairperson —a meaningful step that reflects the continued evolution of our association.

I proudly embrace my title of Chairwoman and the perspective I brought to this responsibility. I never believed I needed to lead like those before me. I believed I needed to lead authentically—with integrity, compassion, directness, and a willingness to ask questions and challenge established practices.

As I prepare to pass the responsibility of leadership to the next chairperson, I reflect on what this experience has taught me.

Leadership is not about the title we hold or the recognition we receive. It is about the courage to ask questions, the humility to continue learning, and the willingness to leave something stronger for those who follow.

If my leadership has strengthened our foundation, opened a door for another woman, encouraged a different perspective, or inspired someone to challenge what has always been done, then I consider that a meaningful part of my legacy.

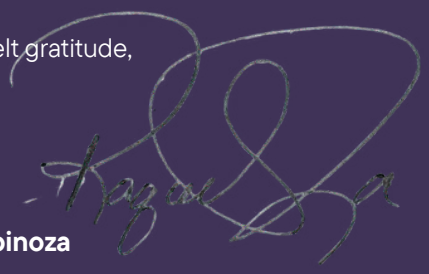
To my fellow board members, our dedicated staff, and every member of this association, thank you for your trust, collaboration, and commitment.

I came into this position with a desire to contribute, and I leave having gained far more than I could have imagined.

I leave this position, but I do not leave my commitment to this industry or the people who make it extraordinary.

It has truly been an honor.

With heartfelt gratitude,



Raquel Espinoza
Chairwoman
Fresh Produce Association of the Americas



Pictured: FPAA participated in a USMCA town hall panel with AZ Governor Katie Hobbs

ARIZONA ADVOCACY

A YEAR OF ADVOCACY FOR ARIZONA'S PRODUCE INDUSTRY

FPAA monitored state policy throughout the 2026 legislative session for its effects on the produce industry, border commerce, transportation, food safety, labor, and business operations. The association supported House Bill 2304, which proposed $473.5 million for statewide transportation projects, and tracked Senate Bill 1452 to establish a cargo theft taskforce. FPAA also followed proposals involving commercial driver qualifications, workplace heat protections, tax conformity, and the state's role in food-facility safety audits. On food safety oversight, FPAA emphasized that fragmented state-by-state requirements could create inconsistent standards and enforcement, and urged a coordinated approach that protects public health while allowing businesses to meet clear, workable rules.

ARIZONA ADVOCACY

Budget debates and water resources remained central to the state's operating outlook. After negotiations over tax conformity and the State Trust Land Permanent Fund stalled, Governor Katie Hobbs signed the FY 2027 budget in June. FPAA also tracked Colorado River forecasts, energy reliability planning, and other developments with potential consequences for agricultural production, logistics, and the cost of doing business in Arizona.

A YEAR OF ADVOCACY FOR ARIZONA'S PRODUCE INDUSTRY

On April 1, FPAA members and staff spent the day meeting with elected officials at the Arizona Capitol. The delegation included Gustavo Acosta, J.J. Badillo, Matt Mandel, Jimmy Munguia, Josh Rubin, David Sudduth, FPAA President Lance Jungmeyer, Executive Vice President Allison Moore, and Saul Macias. Meeting preparations included outreach to the Governor's Office, legislators, and state regulators.

The delegation presented three connected priorities: preserve the United States-Mexico-Canada Agreement (USMCA), recognize the fresh produce industry's economic contribution and support for Arizona communities, and advance transportation improvements along Interstate 19.

Members focused in particular on Exits 12 and 17, where better access and infrastructure would support the movement of goods and the communities that depend on cross-border commerce. The visit gave elected officials direct access to industry members who could explain how trade, border operations, and infrastructure decisions affect local employers and workers.

CONGRESSWOMAN ADELITA GRIJALVA VISITS FPAA HEADQUARTERS



FPAA Members and staff with Congresswoman Adelita Grijalva

FPAA hosted Congresswoman Adelita Grijalva at its Nogales headquarters, where members and staff discussed tomato duties, the upcoming USMCA review, and the importance of trade to the local community. The visit built on earlier meetings with her office in Washington, D.C., and gave area produce businesses an opportunity to describe the practical effects of federal trade decisions in the district.

ARIZONA ADVOCACY

The discussion connected national policy to the jobs, businesses, and community services supported by produce imports and distribution in southern Arizona. FPAA used the visit to reinforce the need for predictable trade rules and ongoing congressional attention to issues affecting local produce companies.

WORKING WITH STATE AGENCIES ON MEMBER CONCERNS

FPAA raised the issue of produce fraud affecting sellers of fresh produce with leadership and counsel at the Arizona Department of Agriculture, local law enforcement and the Arizona Department of Agriculture. AZDA representatives expressed interest and planned to bring the issue to other state agriculture directors. FPAA asked members to share information about fraud incidents so that the association and agencies could better understand the schemes and their effects on legitimate businesses.



FPAA participates on a panel with Phoenix Committee on Foreign Relations.

The association also encouraged collaboration among state agencies, local law enforcement, and industry partners to improve recognition of fraudulent buyers impersonating established companies. These efforts reflect FPAA's role in translating member reports into practical conversations with public officials and supporting enforcement that protects legitimate produce businesses.



FPAA members meet with Rep, Lauren Hendrix in Phoenix.



FPAA Members and staff meet with Senator Rosanna Gabaldon in Phoenix.



Pictured: FPAA Members and staff at Capitol Hill in Washington, D.C.

WASHINGTON D.C. ADVOCACY

TRADE CERTAINTY AND MARKET ACCESS FOR MEMBERS

FPAA's federal advocacy focused on preserving reliable access to the U.S. market, opposing trade restrictions that could disrupt year-round produce supply, and helping members navigate changing customs requirements. The Tomato Suspension Agreement (TSA) ended in July 2025, leaving Mexican tomato imports subject to antidumping duties. FPAA continued to advocate for a negotiated solution and worked with members and allied groups to explain how duties and uncertainty affect contracts, bonds, investment, prices, and supply-chain planning.

WASHINGTON D.C. ADVOCACY

As the USMCA review approached, FPAA advocated for maintaining and strengthening the agreement and opposed seasonal duties, tariff-rate quotas, and similar measures that could disrupt predictable access to fresh produce. Through the Agricultural Coalition for USMCA and other partners, FPAA emphasized the importance of stable trade rules for North American agriculture. FPAA highlighted how new restrictions could affect growers, importers, retailers, workers, and consumers across an integrated North American supply chain. It urged policymakers to use the review to improve the agreement while preserving reliable, year-round market access.



Pictured: FPAA Chairwoman Raquel Espinoza at the U.S. International Trade Commission.



Pictured: FPAA member Skip Hulett, Britton Mullen of BC Consulting and staff met with elected officials and other government agencies during Washington advocacy trip

WASHINGTON D.C. ADVOCACY

MEMBER TESTIMONY BEFORE THE INTERNATIONAL TRADE COMMISSION

FPAA helped coordinate member questionnaires, comments, witnesses, and Congressional outreach for the U.S. International Trade Commission's review of the Tomato Antidumping Order. At the May 19, 2026 hearing in Washington, J.J. Badillo, chairman of FPAA's Tomato Division and managing member of Fresh International, testified alongside Skip Hulett of NatureSweet. Jim DiMenna and Carlos Visconti of Red Sun Farms, and Lance Jungmeyer also attended and responded to commissioners' questions after the testimony.

Badillo described how the U.S. market has changed as demand shifted toward vine-ripe Roma and specialty tomatoes and other varieties supplied reliably through protected agriculture in Mexico. His testimony explained that Mexican tomatoes and many U.S.-grown mature-green tomatoes are not direct substitutes in all market segments, and that the products differ in variety, production method, quality consistency, and post-harvest handling. FPAA presented these points to inform the Commission's consideration of market conditions and the change of circumstances they justified not renewing the anti-dumping order.

On June 30, two seated commissioners voted that the record did not show changed circumstances sufficient to revoke the antidumping order. The duties therefore remained in place. FPAA continued to monitor the staff report, possible legal options, and the practical consequences for importers, including bond and collateral requirements.



Pictured: FPAA Members Jorge Donnadieu and John Pandol with FPAA President Lance Jungmeyer in between meetings at Capitol Hill.

WASHINGTON D.C. ADVOCACY

WASHINGTON VISITS AND CONGRESSIONAL ENGAGEMENT

FPAA joined Arizona Governor Katie Hobbs and approximately 25 business leaders for a March 15–18 USMCA advocacy trip to Washington, D.C. The delegation met with the Office of the U.S. Trade Representative, USDA Under Secretary for Trade Luke Lindberg, the Mexican and Canadian embassies, the U.S. Chamber of Commerce, and Arizona Senators Mark Kelly and Ruben Gallego. Discussions addressed produce seasonality, trade enforcement, and the consequences of tariff proposals for Arizona agriculture and North American supply chains.

Pictured: FPAA Member Skip Hulett speaks at the "Building a More Competitive U.S - Mexico Border" Event in Washington, D.C.



FPAA's May 18–20, Washington Fly-In brought members and staff to Capitol Hill and federal agencies. Meetings with Congressional offices included Senators Ron Wyden's staff and Representatives Juan Vargas, Darrell Issa, Paul Gosar, Henry Cuellar, and Vicente Gonzalez, as well as staff from the House Ways and Means Committee. The delegation also met with USDA Specialty Crops official Heather Pichelman, USTR officials Leslie Yang and Hannah Resig, and John Drake of the U.S. Chamber of Commerce. Patrick Delaney of Walmart joined FPAA in many meetings on Capitol Hill and with USTR and USDA Foreign Agricultural Service. Participants included J.J. Badillo, Jim DiMenna, Carlos Visconti, Raquel Espinoza, Matt Mandel, Jose Antonio Martinez, and Skip Hulett.

WASHINGTON D.C. ADVOCACY

In June, FPAA representatives continued meetings through the IFPA Washington Conference, Border Trade Alliance activities, and USMCA negotiating rounds. The visits included discussions with Congressional offices and federal agencies on trade, tomatoes, labor and agricultural workforce policy, nutrition programs, packaging rules, and the Farm Bill. At the Border Trade Alliance's Building a Competitive U.S.-Mexico Border Conference, FPAA member Skip Hulett joined a panel on border competitiveness.

CUSTOMS, TARIFFS, AND PRACTICAL MEMBER SUPPORT

FPAA filed a Court of International Trade action on behalf of members seeking potential refunds of IEEPA tariffs, and shared legal guidance on deadlines, court filings, protective protests, Customs records, and ACH/ACE registration. The association also evaluated the June 2026 executive order on Customs enforcement, which could affect importer-of-record eligibility, foreign importers, customs brokers, and in-bond shipments moving goods from Mexico through the United States to Canada.

FPAA engaged Senator Bill Cassidy's office on proposed importer-of-record legislation. After raising concerns about effects on member business models, FPAA helped secure revised language that exempted licensed PACA holders handling perishable agricultural commodities. The association also submitted comments to USTR on a Section 301 investigation involving Mexico and Canada, urging recognition of Mexico's forced-labor prevention commitments and enforcement work under USMCA and continued appropriate treatment of USMCA parties.



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 United States Esteban Moctezuma, and Carol Columbo of the Arizona District Export Council discuss USMCA and the future of trade during an event in Phoenix.

WASHINGTON D.C. ADVOCACY

FEDERAL AGENCY WORK ON INSPECTION AND BORDER OPERATIONS

FPAA raised member concerns with USDA, CBP, FDA, and USTR on port operations, inspection coverage, grade standards, pre-clearance, Customs enforcement, and produce fraud. In May, the association presented USDA's Agricultural Marketing Service with an application to update table-grape grade standards to better account for specialty varieties. FPAA also met with USDA officials overseeing AMS and APHIS to discuss grape standards, remote oversight of pre-clearance programs, and stronger investigation of fraud cases.

The association continued to share information about FDA sampling and entry reviews, including routine cucumber sampling from May through September 2026. FPAA clarified in member discussions that the sampling assignment was part of routine food-safety monitoring and was not associated with an outbreak. Members experiencing delays or repeated holds worked with the FPAA, helping the association raise specific operational concerns with the FDA as they carried out the assignment.



Pictured: FPAA members and staff with AZ Senator Mark Kelly.



Pictured: FPAA Members and staff during the Mexico Advocacy trip.

MEXICO ADVOCACY

MEXICO CITY ADVOCACY MISSION AND THE USMCA REVIEW

FPAA's July 28–29, 2026, Mexico City advocacy mission brought Chairwoman Raquel Espinoza, Grape Division Chairman John Pandol, member Skip Hulett, President Lance Jungmeyer, and Director of Operations and International Affairs, Georgina Felix together with Mexican government officials, industry leaders, Customs authorities, and U.S. Embassy representatives. The visit coincided with the third round of USMCA review discussions and focused on market access and practical cross-border cooperation.

MEXICO ADVOCACY

STRATEGIC MONITORING AND ADVOCACY

In discussions with the National Agricultural Council (CNA) and the Business Coordinating Council (CCE), FPAA and industry partners addressed priorities for the USMCA review. CNA former president Juan Cortina called for strengthening the agreement, while CCE representatives reaffirmed support for USMCA, free trade, and zero tariffs across North America. FPAA also attended a CCE reception with Economy Secretary Marcelo Ebrard, USTR Ambassador Jamieson Greer, and U.S. Ambassador to Mexico Ronald Johnson, and met with Agriculture Secretary Dr. Julio Berdegué.



Pictured: FPAA leadership met with senior Mexican government officials, industry representatives, customs authorities, and U.S. Embassy personnel in Mexico City to discuss the USMCA review, the tomato suspension agreement, and emerging trade actions affecting fresh produce.

DEFENDING YEAR-ROUND MARKET ACCESS IN MEXICO

FPAA and its partners opposed seasonality provisions, tariff-rate quotas, and similar restrictions that could limit Mexican tomatoes, peppers, cucumbers, berries, squash, and watermelon during U.S. production periods. Mexican officials and industry representatives also raised concerns that seasonal restrictions conflict with USMCA principles. FPAA emphasized that the proposals could disrupt established trade and make year-round supply less predictable.

The delegation also discussed the U.S. tomato antidumping dispute and strawberry investigation. Participants cautioned that new trade-remedy theories or special protections for one commodity could set precedents affecting other agricultural products.

Mexican officials described the U.S. trade deficit as a major influence on negotiations. FPAA joined industry partners in explaining the integrated nature of agricultural trade, investment, jobs, and consumer markets on both sides of the border, and in advocating for a coordinated technical, economic, and political approach to the review.



MEXICO ADVOCACY

FOOD SAFETY, INSPECTIONS, AND BORDER MODERNIZATION

FPAA discussed inspection and certification cooperation with Mexican and U.S. counterparts, including SENASICA, FDA, USDA, and APHIS. FPAA continued working with Mexican and U.S. counterparts to expand electronic certification and advance remote inspection programs for exports such as mangoes.. These initiatives can improve predictability while maintaining the plant-health safeguards required for cross-border shipments.

Mexican Customs authority ANAM outlined plans to expand joint inspection programs at key ports and extend operations at Nuevo Laredo to 24 hours a day, seven days a week. FPAA also participated in the North American Railgate event in Monterrey, hosted at CPKC's Monterrey headquarters and organized by USDA's Agricultural Trade Office in Monterrey and Canadian Pacific Kansas City (CPKC). Discussions brought together public officials, transportation providers, financial institutions, and industry representatives to address infrastructure, logistics, inspection cooperation, food safety, and trade financing.



Pictured: FPAA participates in high-level meeting with Consejo Coordinator Empresarial (CCE) and U.S. Industry Representatives.

MEXICO ADVOCACY

WATER, LABOR, AND REGULATORY DEVELOPMENTS

FPAA tracked developments affecting the operating conditions of Mexican producers and U.S. importers, including water delivery obligations, labor reforms, security-related inspection interruptions, and new certification requirements for agricultural exports. The association reported on Mexico's gradual move toward a 40-hour workweek and proposals for labor certification in the berry sector, as well as security disruptions that temporarily affected agricultural inspections and shipments.

Water policy remained a cross-border concern. FPAA followed Mexico's commitments under binational water agreements and the implications of drought and delivery limits for agricultural production. The association also monitored tomato reference-price and export requirements, sugar and meat discussions in the USMCA review, and measures that could affect the cost and timing of shipments. These updates helped members assess compliance obligations and prepare for changes that could affect contracts, production plans, and border operations.



Pictured: FPAA attended the 18th Annual Congress of the Mexican Association of Protected Horticulture (AMHPAC) held September 2-4 in Punta Mita, Nayarit, bringing together nearly 400 leaders from Mexico's and the international fresh produce industry.

MEXICAN PARTNERS

Consejo Nacional Agropecuario (CNA)
www.cna.org.mx

Asociacion Mexicana de Agricultural Protegida (AMHPAC)
www.amhpac.org

Asociacion Agricola Local de Productores de Uva de Mesa (AALPUM)
www.aalpum.org

Confederacion de Asociaciones Agricolas del Estado de Sinaloa (CAADES)
www.caades.org.mx

Comision para la Investigacion y Defensa de las Hortalizas de Sinaloa (CIDH)
www.cidh.org.mx

Alianza Hortofruticola Internacional para el Fomento de la Responsabilidad Social (AHIFORES)
www.ahifores.com

Empacadoras de Mango de Exportacion (EMEX)
www.mangoemex.com

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

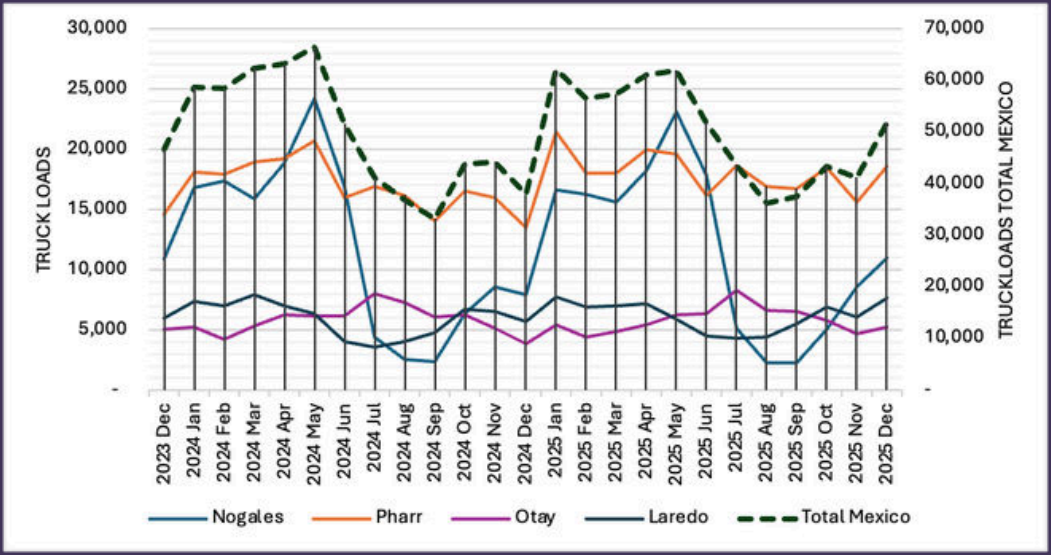
Aneberries
www.aneberries.mx

Eleven Rivers
www.veggiesfrommexico.com

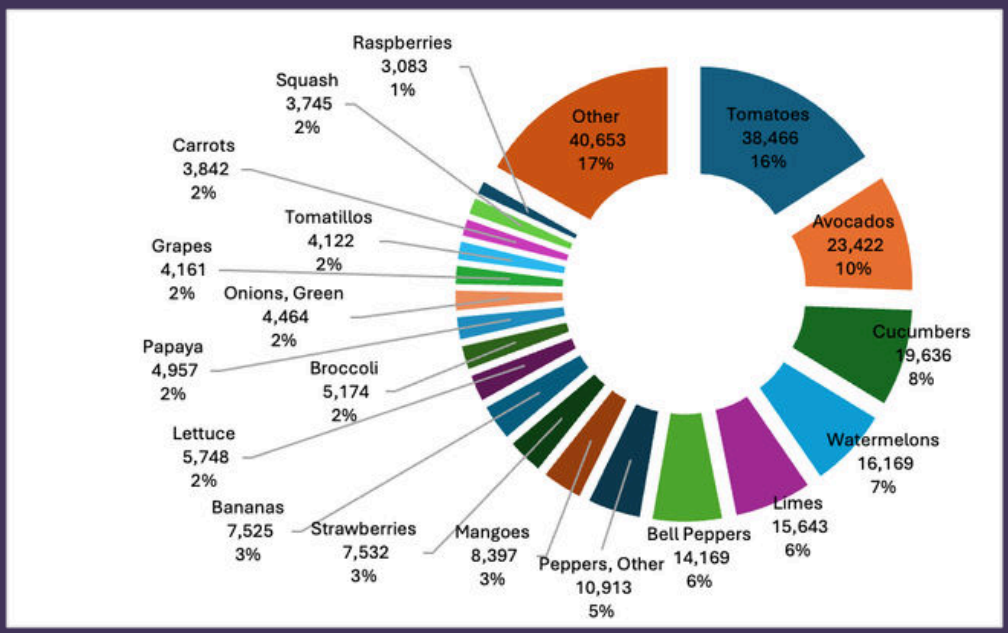
APHIM - Asociacion de Productores de Hortalizas del Yaqui y Mayo
https://aphym.com

CROSSINGS OVERVIEW 2026

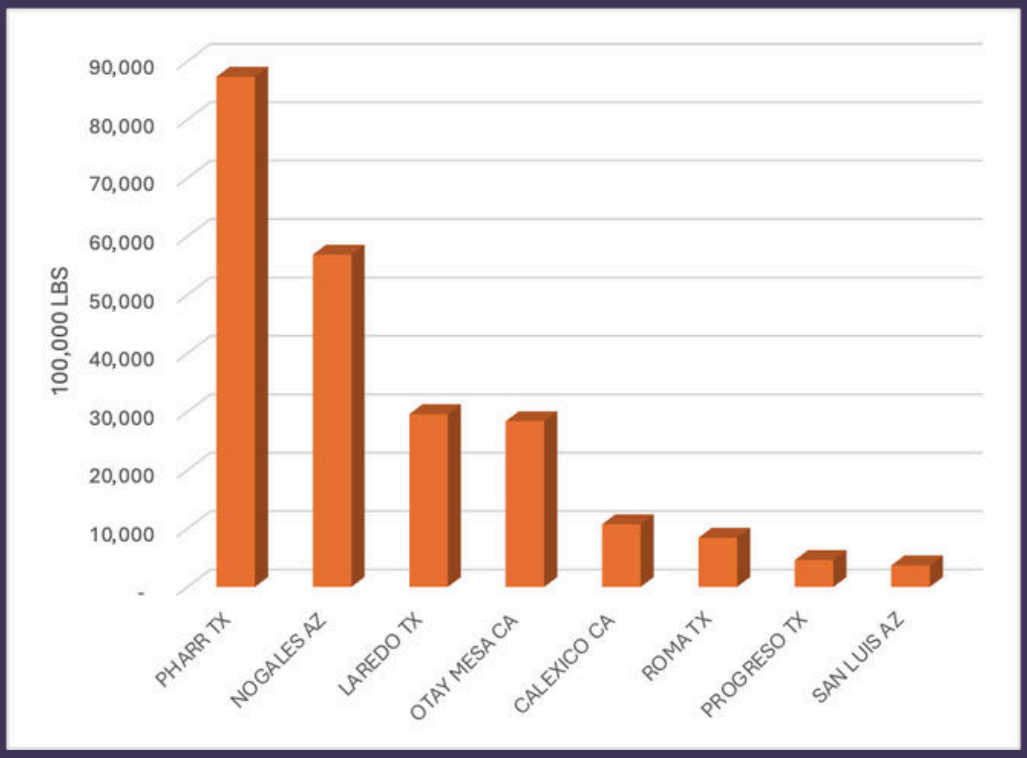
PORT OF ENTRY COMPARISON DECEMBER 2023 – DECEMBER 2025



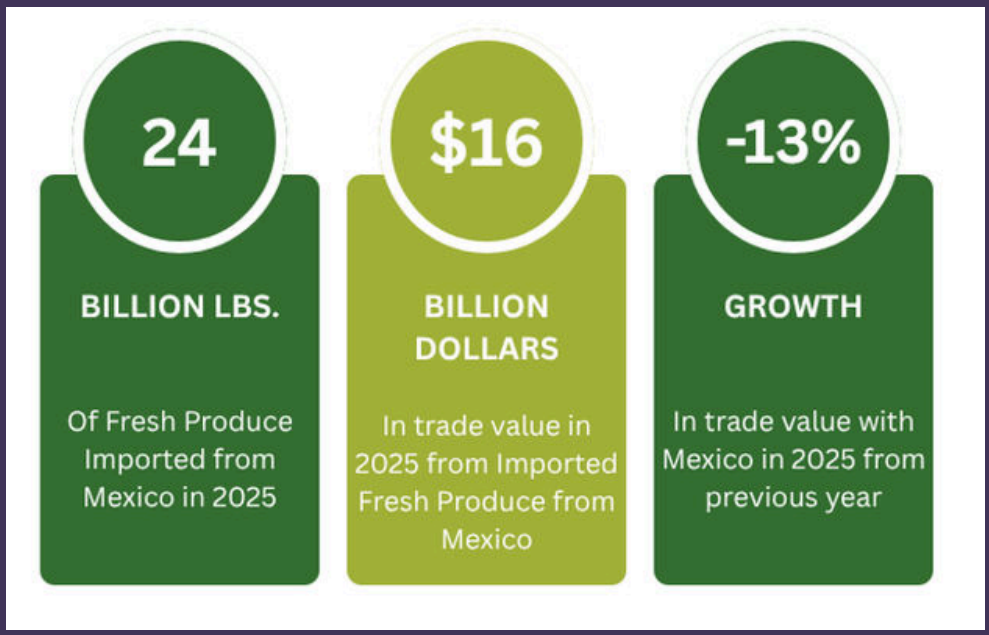
MAIN PRODUCE ITEMS IMPORTED FROM MEXICO – 100,000 LB UNITS



MAIN PORTS OF ENTRY FOR MEXICAN PRODUCE CROSSINGS IN 2025



IMPORTS OF MEXICAN PRODUCE



FPAA MAIL BAG

ADVOCACY THROUGH COALITION AND CONGRESSIONAL LETTERS

Throughout the 2025–2026 reporting period, FPAA joined coalition advocacy efforts and submitted letters to Congress and federal agencies on issues affecting fresh produce and cross-border trade. The correspondence addressed priorities in trade, transportation, agriculture, and related policy, bringing members' concerns to policymakers and allied organizations.

These efforts reinforced FPAA's engagement with policymakers and coalition partners and helped keep the fresh produce industry's priorities visible in policy discussions.

Maintain USDA trade policy functions in Washington, D.C.

Date: September 5, 2025

The coalition asked USDA to retain its core international trade policy teams in Washington. It said close access to federal agencies, foreign embassies, and industry is needed for market access, negotiations, enforcement, and U.S. agricultural exports.

U.S. participation in international organizations

Date: October 30, 2025

The FPAA and other signatories urged continued U.S. engagement and funding for the OECD, ILO, FAO, and WTO. The letter argued that U.S. participation helps protect the country's influence in international economic, labor, food, and trade rules.

FPAA USMCA joint review comments

Date: November 3, 2025

FPAA called for a full 16-year renewal, continued tariff-free trade, and no changes to the agreement's underlying framework. It tied those positions to integrated North American produce supply chains, U.S. jobs, food security, and year-round consumer access. FPAA also asked that Board Chairwoman Raquel Espinoza be allowed to testify at the November 17 hearing.

Arizona District Export Council USMCA comments

Date: November 2025

FPAA joined the Arizona District Export Council's comments supporting renewal of USMCA and emphasizing the value of predictable, tariff-free North American trade for Arizona businesses and exporters.

FPAA MAIL BAG

North American Trade Working Group USMCA comments

Date: November 2025

Titled “The Review of the USMCA and Fresh Produce: A Framework for Mutual Benefit,” the letter described the three countries’ interdependent produce trade and its role in year-round supply and food security. It urged the governments to preserve the agreement’s benefits and avoid barriers that would disrupt integrated trade. The coalition is co-chaired by FPAA President Lance Jungmeyer.

U.S. and Canadian fresh produce association comments on USMCA

Date: November 2025

The joint comments described the North American fresh produce supply chain and warned that tariffs or new trade barriers could raise consumer costs, reduce produce availability, and undermine access to nutritious foods. The associations supported preserving rules that address unfair practices while maintaining stable trade.

U.S. food and agriculture association comments on USMCA renewal

Date: November 2025

The coalition requested a full 16-year renewal of USMCA and highlighted the agreement’s value across the U.S. food and agriculture supply chain. It supported continued tariff-free trade and stable rules for producers, importers, exporters, and consumers.

Preserve and strengthen USMCA

Date: December 2025

The FPAA joined with the Border Trade Alliance and a business coalition of more than 500 organizations on a letter organized by the U.S. Chamber of Commerce, the letter urged the United States to preserve and strengthen USMCA ahead of the 2026 review. It acknowledged compliance issues while stressing that uncertainty about the agreement could harm North American supply chains and U.S. businesses.

FPAA MAIL BAG

Post-conference statement in the fresh winter strawberry investigation

Date: January 30, 2026

FPAA filed a post-conference statement in the preliminary investigation of fresh winter strawberries from Mexico. The filing addressed the record before the Commission and FPAA's concerns about the investigation's seasonal framing and potential implications for produce trade.

Destination Inspection Service in Canada

Date: February 5, 2026

FPAA opposed the planned termination of the CFIA Destination Inspection Service, explaining that impartial written assessments help buyers and sellers settle produce grade disputes and sustain confidence in Canadian produce trade. CFIA later responded to the letter in the June packet.

Support for Santa Cruz County I-19 frontage road grant

Date: February 2026

FPAA supported Santa Cruz County's $25 million BUILD grant application for frontage roads between Ruby Road and Rio Rico. The letter described the project's importance for local mobility, emergency response, business access, distribution growth, and connections to the Mariposa and DeConcini ports of entry.

ITC questionnaire comments on tomato production categories

Date: March 2026

FPAA asked the ITC to distinguish open-field tomatoes from greenhouse or other protected-environment production in its questionnaires for the tomato trade review. The comments explained that production method and market segment distinctions matter when evaluating competition and potential effects of trade remedies.

FPAA MAIL BAG

Support USDA and APHIS participation in international standards organizations

Date: April 1, 2026

The FPAA joined a coalition letter that supported USDA APHIS leadership in international sanitary and phytosanitary standards organizations. It said science-based standards support U.S. export access, plant health, and food security.

Section 301 forced labor investigation comments

Date: May 2026

FPAA's comments addressed investigations into countries' enforcement of forced-labor import prohibitions. Drawing on members' trade experience, FPAA cited Mexico's commitments and enforcement work under USMCA, opposed additional tariffs on produce, and urged transparent, evidence-based enforcement.

Arizona business comments on the post-2026 Colorado River plan

Date: May 2026

FPAA joined a coalition of 40 Arizona business organizations led by the Arizona Chamber of Commerce & Industry. The coalition asked The Department of Interior to withdraw and revise its draft environmental review, citing the risk of disproportionate reductions to Arizona's Colorado River water supply and an inadequate assessment of socioeconomic effects on agriculture and other sectors.

Renew and strengthen USMCA

Date: May 29, 2026

The FPAA, as part of a trilateral food and agriculture coalition, urged all three governments to renew and strengthen USMCA. It represented food and agriculture organizations across North America and supported continued cooperation and predictable trade rules.

FPAA MAIL BAG

Advance the BUILD America 250 Act

Date: June 15, 2026

The FPAA as part of an allied industry coalition, urged the House of Representatives to consider the BUILD America 250 Act and adopt a long-term surface transportation authorization. It cited the need for reliable federal investment in highways, bridges, freight networks, transportation safety, and supply chains.

Seasonality concerns in the strawberry antidumping investigation

Date: September 2026;

FPAA supported fair enforcement of trade laws while asking Commerce to consider the precedent of examining alleged dumping over a limited winter season instead of a full year. The letter said seasonal market segmentation could affect other produce sectors and integrated North American supply chains.



FPAA's Executive Vice - President, Allison Moore, speaks on a panel with Phoenix Committee on Foreign Relations.



FPAA EVENTS

From advocacy meetings and industry conferences to community celebrations and member gatherings, 2026 was a year of connection and collaboration for FPAA. The following highlights showcase moments from our events throughout the year and recognize the members, partners, and leaders who help advance our mission.









SPRING POLICY SUMMIT 2026

Held May 6, at Tubac Golf Resort & Spa, the 2026 FPAA Spring Policy Summit brought together members, government representatives, and industry leaders to discuss the issues shaping the fresh produce supply chain. Sessions focused on the state of the industry, the upcoming USMCA review, border infrastructure, and USDA Agricultural Marketing Service priorities, creating opportunities for dialogue between public and private sector partners.







SPRING POLICY SUMMIT 2026







SWIPE2026

THeld January 22–24 at JW Marriott Tucson Starr Pass, the 2026 Southwest International Produce Expo (SWIPE) welcomed more than 800 attendees, including over 70 buyers, to three days of networking, education, and business connections. The expo featured more than 65 booths, four discussions on topics including artificial intelligence, tariffs, and supply chain disruptions, the Desert Golf Classic, Produce Par-TEE, and Speaker's Corner. SWIPE continued to connect buyers and sellers from across North America and support the growth of the fresh produce industry.





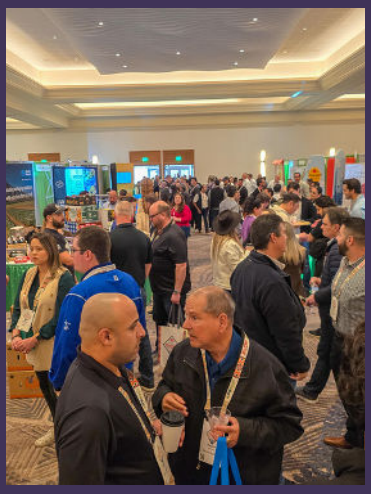




SWIPE2026









DESERT GOLF CLASSIC





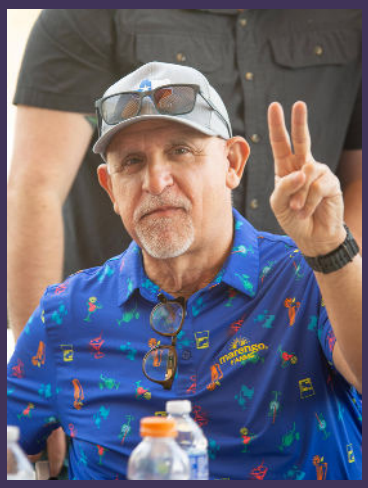




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#SWIPEEXPO







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FPAA brings the industry together around safe, high-quality produce and the policies that keep it moving.
Your membership connects you to the insight, resources, relationships, and advocacy that help your business grow—and gives our industry a stronger voice where decisions are made.

Advocacy that moves the industry forward

- *Representing members in Washington, D.C., Mexico City, and with key regulatory agencies.*
- *Working to improve ports, border infrastructure, and regional transportation.*
- *Advocating for practical trade, food safety, and regulatory policies that reflect the realities of our industry.*
- *Connecting members with timely updates, trusted partners, and a network committed to the future of fresh produce.*

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Please contact:
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saul@thefpaa.com

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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

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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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