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A Quarterly Food Magazine
Volume 20, Issue 1

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table of contents

THE AMERICAN EXPORTER

Winter 2026

- 6** From the Publisher
SE Asia Remains Strong for US Exporters

Features

- 8** U.S. Popcorn
A Global Snack
- 14** U.S. Pork
on the International Plate

Product Highlight

- 12** Harris Woolf Almonds
Possibilities are Endless
- 15** Ag Alumni Seed
Leaders in Hybrid Popcorn
- 25** Elmhurst 1925
Raising the Standard for Plant-Based
Milk in Coffee

Advertiser's Index

- 30** List of Advertisers
- 31** Buyer's Index



8



14



25

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from the publisher

SE Asia Remains Strong for US Exporters

If you are a U.S. exporter of dried goods or beverages...thank Southeast East Asia for its reliability in tough times. And I am not even talking about the toll the pandemic has taken on supplier's bottom line. When the trade wars really began to heat up around 2017, suppliers who exported a large percentage of U.S. food products were on the front line of the retaliatory strikes between China and the U.S. It could be said that U.S. dried foods category were used spearhead to impose punitive tariffs as response to China's increases.

U.S. dried fruit and nut companies saw an 80% decrease in exports to China within the first year of the trade war! This was absolutely devastating, and drastic measures had to be taken to recover at least a small portion of that lost business. Enter the Southeast Asian marketplace. Do not get me wrong...the SE Asia has been a reliable export region for years. I know companies who exclusively export to Singapore. But for other suppliers...it was an area that was minute compared to China. I spoke with a few California nut suppliers who never went on trade missions to the Middle East and SE Asia, discovered a new interest. To simply put it...SE Asian importing saved several suppliers who were "China Heavy".

The numbers bear that out. Let us look at Singapore and the increase in exports of U.S. consumer ready food products. These numbers encompass the year-to-year increase of exports between 2018 and 2019. This period is right in the middle of the US/China trade wars. U.S. exports of consumer ready food products totaled US\$936.5 million in 2019, an increase of 20% from 2017. Singapore is the largest U.S. consumer food export market in the SE Asia and the 20th largest overall. Malaysia and Singapore also imported US\$424.6 million of U.S. processed foods in 2025, an increase of 6%. SE Asia is the 5th largest U.S. export market for processed foods in this region. The top three products are food preparations, snack foods, and processed and prepared dairy products.*

For industries like rice, nuts and grain not mentioned on this list...much of these products are shipped in bulk and added to things like snack foods as a food ingredient. Dried and processed food products rule the US export supply chain to the SE Asia. However, let us not overlook the retail and food service arena. Areas like Singapore have seen tremendous growth and there are no signs of it slowing down. Euromonitor estimates 2025 retail sales in SE Asia packaged food market was around US\$5.7 billion. That represents an increase of 23.7% and nearly US\$1 billion from 2020! They also forecast sales of packaged food in the area to reach nearly US\$7.4 billion by 2025, an increase of US\$1.4 billion and 23.7%.*

Even during the pandemic, imports to SE Asia have continue to grow. For some US suppliers (and industries), exporting to SE Asia has become their main market whereas China not so long ago held that mantel. Furthermore, places like Singapore and Jakarta are seeing explosive population growth as well as higher standard of living. With that said, I do believe that SE Asia and more specifically Singapore have a strong future for the US supplier. The opportunities to export are limitless and the demand for US food products is only growing. SE Asia is a large region and for years was somewhat closed to the US food supplier. We can honestly say now that in a world of pandemic and trade wars, it has emerged as a solid and reliable trade region. And with that I will see you in Singapore for the Food and Hotel Asia!

**Information obtained from Food Export Association of SE Asia*

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U.S. Popcorn: A Global Snack

by Lisa Mooney

Consumers around the globe are still snacking strong. Popcorn the favorite of movie lovers' is still at the top of the list and stands out as one of the most satisfying whole grain snacks available today.

Judging by the category's gain in popularity the past few years, it seems safe to say the future holds many more flavor and health innovations for popcorn. The popcorn industry continues to gain momentum as consumers look for and demand healthy snacks.

Popcorn's global popularity as a nutritious snack makes sense since it is rich in proteins, antioxidants, and vitamins. It is naturally gluten-free, high in fiber, and offers a low-calorie option for those seeking both flavor and crunch.

According to Mondelez' 6th Annual Global Trends Study, today, 91% of global consumers have at least one snack per day, and 60% of global consumers say they found inspiration to try a new snack from social media.

The journey of a bowl of popcorn begins with delicious traditional combinations. Butter and salt remain a beloved staple delivering that nostalgic cinema taste. Caramel popcorn adds sweetness and crunch, while cheesy popcorn offers a savory, creamy bite. In 2026, popcorn enthusiasts are exploring exciting new

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territories. Global flavors are driving popcorn innovation. Flavors like spicy sriracha, vegan cheese, aromatic truffle oil, and earthy matcha are trending on social media. South African peri-peri, Indian masala, and Japanese furikake add a world of international flair to a popcorn kernel. Combining flavors is also a creative culinary trend. Layered sweet and savory flavors like caramel and sea salt or chocolate and chili are in demand. For those who have a sweet





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tooth, sweet sensations abound, with chocolate-drizzled popcorn, honey-glazed clusters, and cinnamon sugar dustings becoming popular. For those who crave a more savory flavor profile, options including parmesan, smoked paprika, taco seasoning, and curry powder elevate the popcorn experience. Health-conscious snackers are turning to nutritional yeast, seaweed flakes, and plant-based seasonings for guilt-free flavor. For the adventurous home cooks DIY popcorn seasoning blends let you control the intensity, whether you prefer bold spices or subtle herbs.

6 Key Popcorn Trends for 2026

- *Sustainability in Packaging:*
Eco-friendly, biodegradable, and sustainable packaging is a major priority to meet ethical consumer demands.
- *Global & Adventurous Flavors:*
Adventurous eating is rising, with consumers seeking bold, global heat—such as Latin and Asian influences, including spicy-sweet, chili-lime, and Szechuan pepper.
- *Digital-Driven Trends (SnackTok):*
Social media continues to dominate, with 60% of consumers inspired to try new snacks through influencer trends and online platforms.
- *Value-Focused Purchasing:*

Continued on page 14



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The Almond Milk That Finally Performs:

Introducing Harris Woolf Almond Milk 2.0™

After 35 years of partnering with California family farms to deliver almonds to the world's top food and beverage brands, Harris Woolf is innovating. Almond Milk 2.0 is the next chapter in our legacy, a barista-grade innovation built from the ground up by the people who grow the almonds.

For years, baristas have wrestled with almond milk that couldn't quite keep up: foam that collapsed, textures that ran thin, and flavors that competed rather than complemented. Almond Milk 2.0 changes that story entirely.

Its signature feature is its dense, silky microfoam that holds for more than 45 minutes, delivering true latteart stability. Thick and creamy without added oils, it brings a satisfying mouthfeel and 3 grams of almond protein per serving, making it both functional and flavorful. The taste is smooth and balanced, blending seamlessly with espresso and pairing beautifully with chocolate, caramel, and vanilla profiles.

Harris Woolf recommends it especially for:

- Lattes
- Cappuccinos
- Cortados
- Cold foam
- Shaken espresso drinks

With consistent steaming performance across standard café temperatures, Almond Milk 2.0 excels in both hot and cold applications.

The result is already turning heads. Almond Milk 2.0 has already earned a Specialty Coffee Association Best New Product Award (2025) in the Specialty NonCoffee Beverage Standalone category.

A Commitment to Sustainable Farming

Almond Milk 2.0 represents more than beverage innovations;

it reflects Harris Woolf's longstanding commitment to environmental stewardship. The company continues to invest in sustainable agriculture through initiatives focused on:

- **Water Efficiency**
Precision irrigation and responsible water management practices help growers optimize every drop.
- **Pollinator Health**
Recognizing the central role of bees in almond production, Harris woolf supports beefriendly farming practices to strengthen local ecosystems.
- **Energy Reduction**
Operational improvements across facilities continue to

reduce the company's environmental footprint year after year.

A New Standard for Alternative Dairy Beverages

Almond Milk 2.0™ isn't simply an upgrade — it's a redefinition of what almond milk can achieve. Harris Woolf has created a product that finally meets the demands of café professionals while elevating the consumer experience.

With awardwinning performance, exceptional latteart capability, rich texture, a clean label, and sustainable sourcing, it's clear why Almond Milk 2.0 is poised to become the new gold standard in plantbased coffee.

For cafés, roasters, baristas, and at-home coffee lovers, the future of almond milk has arrived — and it's silky, stable, and stunning in every pour.



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Almond Milk 2.0 is the next chapter in that legacy, a barista-grade innovation built from the ground up by the people who grow the almonds.

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71% of baristas say it outperforms other almond milks

85%+ liked performance in hot & cold lattes

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Continued from page 10

With budget pressures, shoppers define value as “fullness per dollar,” seeking functional, nutritious snacks that are worth the expense.

- **Ready-to-Eat (RTE) Dominance:**

The convenience of pre-popped, premium-packaged popcorn continues to dominate, driven by demand for easy snacking.

- **Health-Conscious & Clean Label:**

Consumers are demanding organic, non-GMO, gluten-free, and high-fiber popcorn that serves as a “better-for-you” alternative to chips.

Popcorn County

One company whose slogan describes their passion for popcorn is Popcorn County based in North Loup, Nebraska. Their website banner says it all “where popcorn is a way of life”. With over a

century of popcorn-growing tradition, a Popcorn Days festival (complete with their very own Popcorn Queen), they don’t just make popcorn—they celebrate it. Looking for premium bulk popcorn, a single pallet, or a full container? At Popcorn County USA, they grow their kernels right in Nebraska, where ideal conditions create the perfect pop every time. Whether you are a domestic or international customer Popcorn County will pack and ship your order to your specifications. And, with over 40 years of logistics expertise, they make large-volume orders efficient and cost-effective.

Mandy Goodrich, a representative from the company explains, “We have been in the popcorn business for over 40 years. We currently ship to 28 different countries around the world. We offer mushroom, white and yellow popcorn and a wide variety of oils.” “We believe the quality of the popcorn is important to importers. Even with new countries finding ways to grow popcorn, we believe that historically, the United States has provided great quality and reasonably priced popcorn consistently. This keeps United States popcorn at the top of the list.” When asked if they will be introducing any new products in the future, Goodrich added, “we are working on a few new and exciting changes within the next year.” Goodrich outlined their current exports and future marketing strategy, “Currently, Mexico, Vietnam, Cambodia, and the Philippines are our largest importers. Sales are picking up in Iceland and Hungary as well. We will also continue to grow our sales base in Southeast Asia and Mexico.”

Sources: Popcorn Board Website
Popcorn County Website

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Ag Alumni Seed also grows and markets parent seed stocks of Soft Red Winter Wheat and oats as well as providing contract growing and conditioning services to the global seed industry. If you have any questions or if we can help with your seed needs, please don't hesitate to contact us at:

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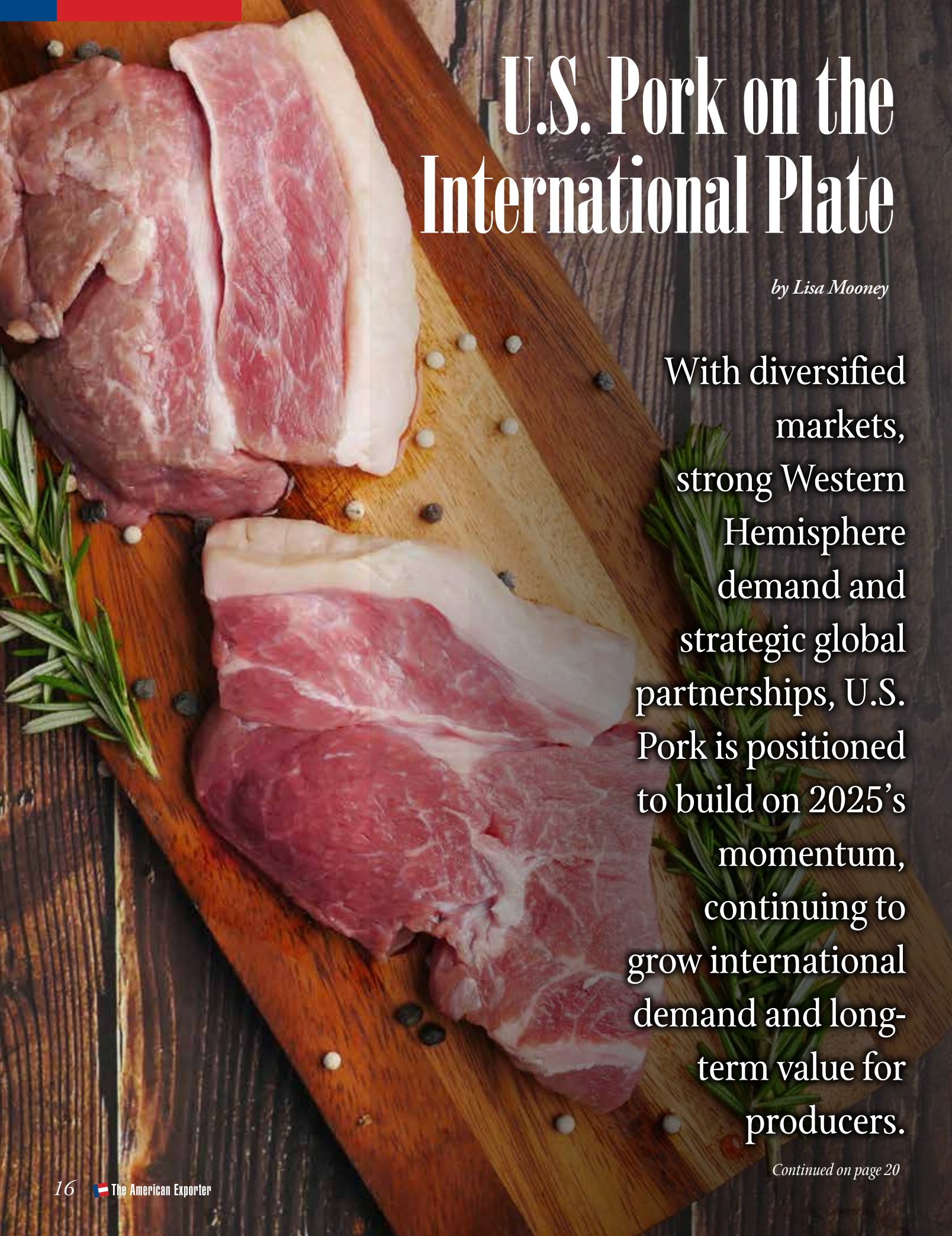


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U.S. Pork on the International Plate

by Lisa Mooney

With diversified markets, strong Western Hemisphere demand and strategic global partnerships, U.S. Pork is positioned to build on 2025's momentum, continuing to grow international demand and long-term value for producers.

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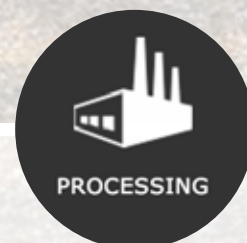
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Continued from page 16

In 2025 exports accounted for 29.6% of total U.S. pork and pork variety meat production. The top seven export markets included; Mexico, Japan, China, Canada, Korea, Columbia, and the Dominican Republic. Strong global demand kept the U.S. Pork exports moving in 2025, delivering one of the industry's top-performing years on record.

The United States is the world's

third-largest pork producer and second-largest exporter, with 2026 production forecasted at 28 billion pounds.

U.S. pork exports trended higher year-over-year in January, led by another outstanding performance from leading market Mexico, according to data released by USDA and compiled by the U.S. Meat Export Federation (USMEF). January pork exports totaled 250,861 metric tons (mt), up 3% from a year ago, while value increased 4% to \$692.1



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million. In addition to Mexico, exports were larger year-over-year to Japan, South Korea, Canada, Central America, Colombia, the Dominican Republic, the ASEAN and Taiwan.

“Very impressive start to the year for U.S. pork in Mexico and other Western Hemisphere markets, but strengthening demand in Asian destinations is especially encouraging,” said USMEF President and CEO Dan Halstrom. “The U.S. industry continues to capitalize on consumers’ growing demand for convenience-oriented products at both retail and foodservice, and this is reflected in our recent export results.”

Marketing Pork Globally

The National Pork Board partners with the U.S. Meat Export Federation (USMEF) to execute international marketing programs on behalf of the Pork Checkoff. Through

boots-on-the-ground teams in key regions, USMEF positions U.S. Pork as a high-quality and consistent protein option worldwide. The National Pork Board’s new “Taste What Pork Can Do” campaign, which targets younger generations and focuses on flavor, aims to improve consumers’ experience with U.S. pork. Designed to enhance consumer perception, the new message is that “Pork



is no longer the ‘other’ white meat. It stands proudly on its own – rich in flavor, rooted in culture, and exactly the kind of bold taste younger consumers crave.”

This marketing campaign may be just the solution to help move more pork. Now is the opportunity for pork to be redefined for U.S. consumers while supplies are plentiful and budgets are tight. The industry can create promotions at the retail level, new menu ideas and recipes for food service, and advocate for more pork in government-funded meal programs. The Pork Board is also focused on continuing the success of pork exports. The approach they take is to diversify and balance pork exports to build value and minimize risk. They are doing that in the following three ways to grow a diverse set of markets and capitalize on growth across the globe.

1. Diversify Market Cuts “We educate customers, retailers and distributors in existing markets about different opportunities for cuts they don’t normally work with.”
2. Develop Emerging Markets “We conduct emerging market assessments that have been key in delivering insights for the industry.”

3. Differentiate from Competitors “The U.S. pork industry has a great story to share. The Pork Checkoff shares that story to build confidence and differentiate U.S. pork from competitors.”

International Pork Highlights

- Despite retaliatory duties, sluggish demand and ample domestic supplies, China continues to be the largest destination for U.S. pork variety meats.

January variety meat exports to China totaled 24,139 mt, up 3% from a year ago, though value declined 11% to \$52 million.

- The U.S. and Taiwan recently announced a reciprocal trade deal that includes market access gains for U.S. pork, including lower tariffs. While those benefits have not yet been implemented, January exports totaled 1,346 mt, up 181% from the low year-

Continued on page 24

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Elmhurst 1925:

Raising the Standard for Plant-Based Milk in Coffee



As coffee has become one of the most demanding use cases for plant-based milk alternatives, consumer expectations around performance have sharpened. Plant-based dairy pioneer Elmhurst 1925 has played a central role in that shift with its Barista Edition line: a range of plant milks developed specially to deliver outstanding performance in coffee applications. Today, Elmhurst's Barista Edition line serves as a reference point for performance in the category, elevating the standard by which plant-based milks for coffee are evaluated.

Elmhurst's Barista Edition line was developed specifically to meet the performance demands of coffee while staying true to the brand's clean-label approach. Like all Elmhurst products, the Barista Editions are crafted from simple ingredients and made without gums, seed oils, or emulsifiers, setting them apart from many plant-based milks formulated for coffee. At the same time, the line is designed to deliver reliable steaming, frothing, and foaming performance, allowing it to function in coffee as

effectively as traditional dairy. Together, this combination of clean ingredients and dependable performance has helped establish Elmhurst's Barista Edition line as a benchmark within the category.

The existing Barista Edition lineup includes Almond, Oat, Pistachio, and Maple Walnut varieties. Each variety was crafted in partnership with professional baristas to meet rigorous coffee performance standards. As a result, the line is equally suited to everyday at-home coffee routines and the expectations of coffee professionals. Whether added to a morning cup for balance and a touch of sweetness, steamed and foamed to create contrast for latte art, the Barista Editions are designed to pair beautifully with any roast, hot and iced.

Now, Elmhurst is expanding the Barista Edition line with the addition of two of the brand's most requested varieties: Cashew Barista Edition and Unsweetened Coconut Cashew Barista Edition. Cashew Barista Edition is crafted from buttery cashews and simply sweetened with just 1g of added sugar per serving to bring the perfect balance to any roast or blend. Unsweetened Coconut Cashew Barista Edition marks the brand's first unsweetened Barista Edition, crafted with real coconut cream to deliver an extra rich, creamy consistency in hot or iced coffee and tea. Together, the two SKUs broaden the Barista Edition range while remaining aligned with Elmhurst's clean-label approach and barista-focused formulation standards.

These two new SKUs represent a natural extension of Elmhurst's broader plant-based portfolio, as consumer interest continues to expand beyond almond and oat into a wider range of plant milk options. With its fan-favorite cashew varieties, Elmhurst has steadily grown into a category leader in the cashew segment. Building on that momentum, Cashew Barista Edition brings one of the brand's most successful ingredient platforms into the Barista Edition line. Unsweetened Coconut Cashew Barista Edition similarly extends an existing success, building on Elmhurst's Unsweetened Coconut Cashew plant milk, which has emerged as the brand's fastest-growing plant milk to date. Together, the new Barista Editions reflect Elmhurst's focus on scaling proven platforms into coffee-specific formats as consumer preferences continue to evolve.

Like all Elmhurst products, the Barista Editions are made with a strict clean-label standard, crafted without carrageenan,

Continued on page 28

Farmers' Rice Cooperative (FRC) is a grower-owned rice marketing cooperative. Since 1944, we have supplied domestic and international food manufacturers, brewers, private retailers, exporters and distributors with premium quality California rice.

What makes FRC unique is our vertically integrated structure; we are directly in control of every aspect in the production lifecycle - from the fields of our grower owned farms, to the milling of the rice, all the way through final packing & shipping. This allows us to not only ensure the quality of the products we sell, but also allows us to quickly react to changing consumer needs so that we remain ahead of the market.

Diamond G® is the flagship brand of Farmers Rice Cooperative, and is distributed in over 25 countries worldwide. It has received the prestigious Superbrands® award in Jordan, acknowledging Diamond G® as a premier brand.

In addition to Diamond G®, we have several other brands which may be more tailored to specific marketing regions in the world. You may contact us below with your individual market needs so that we can find a product solution for you.

Products We Sell

Medium Grain
Short Grain
Mochi (Sweet Rice)

Processes We Offer

Musenmai (No Wash)
Oil Coated (Camolino Style)
Quick Cooking Brown Rice
Nitrogen Flush (For Freshness)

Packaging Types

1kg - 1000kg
Multiwall Kraft Paper
Woven Polypropylene
Clear PE Laminates



P.O. BOX 15223 | Sacramento, CA 95851

TEL: 916-923-5100 | WEB: www.farmersrice.com

EMAIL: sales@farmersrice.com





FARMERS' RICE COOPERATIVE

Quality in Every Grain
Since 1944



Continued from page 25

gums, seed oils, or other emulsifiers. They are produced using simple, recognizable ingredients and are Non-GMO Project Verified, gluten-free, dairy-free, OU Kosher, and vegan. This formulation approach allows the Barista Editions to deliver coffee performance without relying on stabilizers or processing shortcuts, reinforcing Elmhurst's commitment to ingredient transparency across its portfolio. Additional details on Elmhurst's Barista Edition plant milks include:

- **NEW Cashew Barista Edition:** Crafted from buttery cashews and simply sweetened with just 1g of added sugar per serving, this barista milk delivers a creamy, balanced base that adds body to coffee without overpowering the roast.
- **NEW Unsweetened Coconut Cashew Barista Edition:** Elmhurst's first unsweetened Barista Edition, made with real coconut cream and cashews to deliver an extra rich, creamy consistency in hot or iced coffee and tea, without added sugar.
- **Pistachio Barista Edition:** Rich and velvety, this barista milk brings depth and a refined nutty note to coffee. It performs beautifully hot or iced, adding creaminess and contrast to espresso-based drinks while maintaining balance in the cup.

- **Maple Walnut Barista Edition:** Warm notes of real maple syrup and toasty walnuts add cozy sweetness and depth to coffee. Steam, froth and foam for the perfect maple latte crafted without any refined sugars.
- **Oat Barista Edition:** Made with gluten-free, glyphosate-free oats, this barista milk offers a smooth, neutral profile that pairs perfectly with any roast or blend. Nut-free and lightly sweetened for a clean, balanced cup.
- **Almond Barista Edition:** Lightly sweetened with a clean, nutty character, this barista milk adds subtle warmth and balance to coffee without overpowering it.

Together, Elmhurst's Barista Edition lineup reflects the brand's continued focus on raising the standard for plant-based milk in coffee. By pairing clean-label formulations with coffee-specific performance and scaling proven ingredient platforms, Elmhurst is reinforcing its leadership in a category where expectations continue to rise. For additional information on Elmhurst's Barista Edition plant milks, visit www.elmhurst1925.com or contact the Elmhurst sales team at sales@elmhurstmilked.com.



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Advertiser's Index

Ag Alumni Seed www.agalumniseed.com	p. 15
Atlas Almonds www.atlasalmonds.com	p. 22, 23
Farmer's Rice Cooperative www.farmersrice.com	p. 26, 27
Farwest Rice www.farwestrice.com	p. 30
Chase Pecan www.chasepecan.com	p. 21
Elmhurst 1925 www.elmhurst1925.com	p. 5, 25
Godshalls Smoked Meats www.godshalls.com	p. 17
Harris Woolf Almonds www.harriswoolfalmonds.com	p. 12, 13
Hilltop Ranch www.hilltopranch.com	p. 11
Idaho-E Oregon Onion Committee www.USAOnions.com	p. 9
Martin's Famous Potato Rolls www.potatorolls.com	p. 33
Midamar www.midamar.com	p. 7
Morrison Farms www.morrisonfarms.com	p. 8
Orient Provision & Trading Co www.optcl.net	p. 2, 3

Preferred Popcorn www.preferredpopcorn.com	p. 10
Red River Commodities www.redriv.com	p. 20
Reist Popcorn Co www.reistpopcorn.com	p. 14
Rio Del Mar Foods, Inc richard@riodelmarfoods.com	p. 28
Sacramento Packing www.sacramentopacking.com	p. 32
Setton International www.settonfarms.com	p. 29
Sun Valley Rice www.sunvalleyrice.com	p. 24
Sysco Int'l Food Group www.sysco.com	p. 34, 35, 36
Valley Pride Ag Org www.valleyprideag.org	p. 18, 19

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2026 Directory



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sales@bascomfamilyfarms.com

Web site:

www.bascomfamilyfarms.com

Contact: Arnold Coombs

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E-mail: marketing@mopecans.com

Contact: Ben Bennett or Joe Wilson

Web Site: www.mopecans.com

Business Type: Grower, Shipper,
Packer, Manufacturer

Product Line: Our product offerings include Pecans, Pecan Oil, and Pecan Meal-Flour in Certified Organic and non-Organic



**Great Lakes Packing
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Fax: +1-773-927-8587

E-mail:

greatlakespacking@ameritech.net

Web Site: www.glpacking.com

Contact: Adriana Alcalá -
General Manager

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Contact: David Curta

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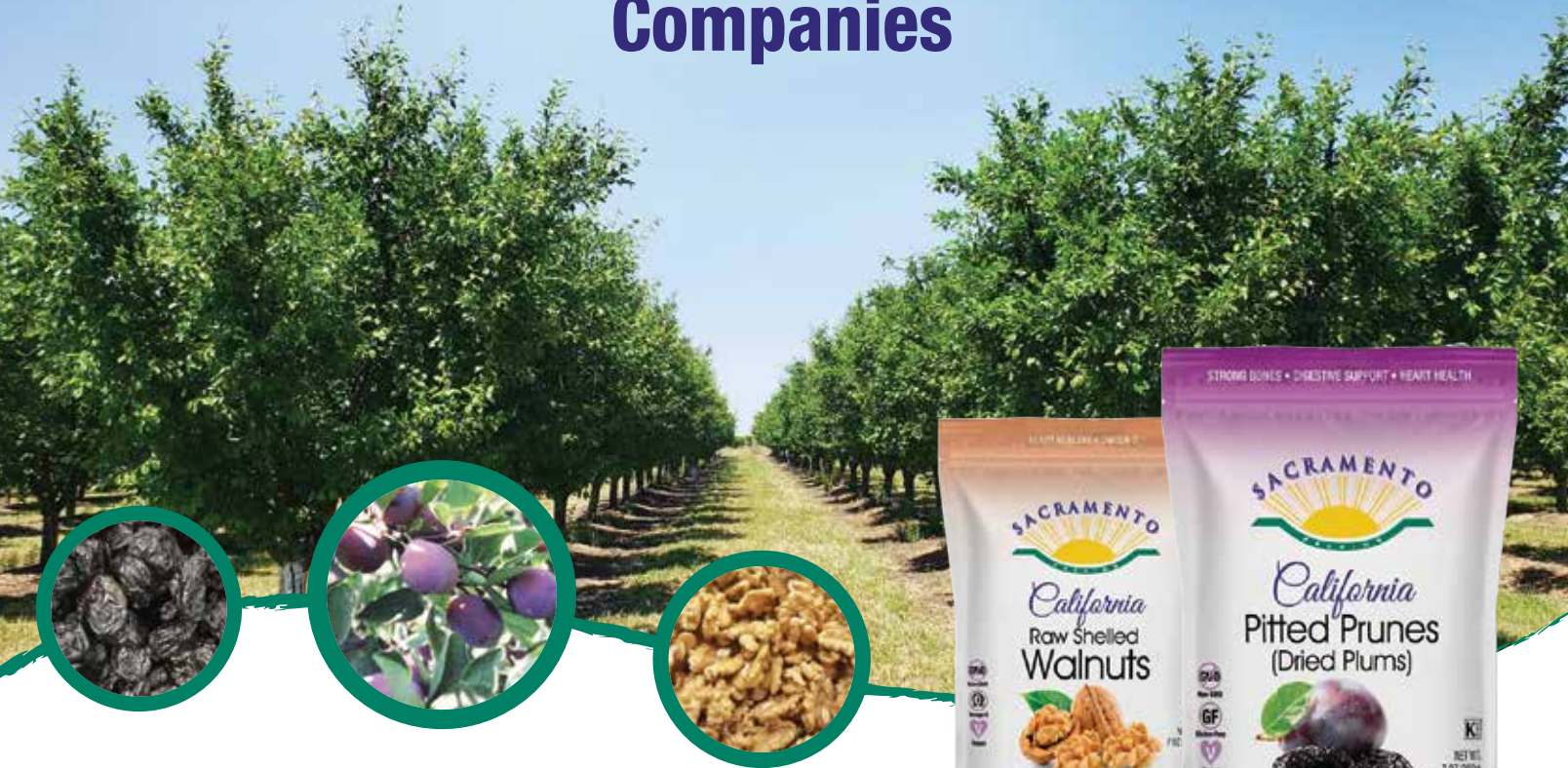
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Contact: Paul Ritsma

Website: www.settonfarms.com

Business Type: Grower, Processor, Exporter, Roaster, Manufacturer, Packer

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