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What Do Underwear and Onions Have in Common? A Stop at the Owyhee Produce Booth.

Premium onions, asparagus, mint oil and the company's famous underwear giveaway highlight the family-owned supplier's presence in Orlando



Parma, Idaho. – Let's address the underwear first. Yes, Owyhee Produce will once again bring its famous underwear to the International Fresh Produce Association's Global Produce & Floral Show, October 14-16 in Orlando, FL. For many attendees, it's become a must-have trade show tradition and one of the most talked-about giveaways on the show floor.

Visitors to the Owyhee Produce booth #416 will have the opportunity to connect with family members representing four generations of the company, learn about the supplier's onion, asparagus, and mint oil programs. Owyhee Produce is proudly celebrating America's 250 years, bringing a renewed sense of heritage and excitement to this year's IFPA Global Show. As a multigenerational farming family, they're honoring the growers and producers who helped shape American agriculture while showcasing what's next for the industry.

And take home one of the company's most talked-about trade show giveaway: **GET NAKED UNDERWEAR**

"People may come by for the underwear, but they leave talking about our products, our people and the relationships we've built over generations," said **Robin Froerer** "The giveaway reflects our personality, but our family heritage and commitment to customers are what truly define Owyhee Produce."



Because at Owyhee Produce, underwear and onions have more in common than you might think: they're both part of a family tradition that keeps people coming back year after year.

"People always remember the underwear," said **Bailey Myers**. "What we hope they remember even more is the family behind the brand. Having four generations together at the show is a powerful reminder of where we've come from and where we're headed."



About Owyhee Produce

Owyhee Produce is a family-owned agricultural company known for its premium onion program and commitment to quality, service and innovation. With deep roots in agriculture and a multi-generational legacy, the company supplies customers nationwide while maintaining the family values that have guided its success for decades.