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SUPER STARR INTERNATIONAL BRINGS TROPICAL FRUIT TO NEW ORLEANS

First-time PMA Fresh Summit exhibitor seeks to strengthen the papaya category

COLIMA, Mexico (Oct. 17, 2017) – Leader in growing the freshest papaya year-round, [Super Starr International](#) will showcase its flavorful, safe papaya varieties this year at PMA Fresh Summit. As a first-time exhibitor, Super Starr International is excited to bring a little piece of its tropical fruit heaven to New Orleans this October.

Papaya, often overlooked in fruit selection, is ranked as one of the most nutritious fruits by the [Center for Science in the Public Interest](#) because of its high content of vitamins and minerals. The fruit is traditionally served plain or cubed in fruit salads, and as of late, it has become popular to top the fruit with Tajin seasoning. Super Starr will tap into this trend at Fresh Summit by sampling fresh papaya with Tajin seasoning in the booth.

Focused on providing high-quality fruit to in the marketplace, Super Starr's papayas remain untouched from the salmonella outbreak linked to other Maradol papaya varieties earlier this year. Super Starr is able to provide secure supplies to retailers looking to stock their shelves with the sweet fruit. The brand has a steady supply of both Maradol and signature Royal Star papaya variety and looks forward to getting in front of consumers to encourage consumption after the outbreak.

"We're very fortunate to have maintained a healthy supply of safe papayas this season which can be accredited to our nutrient-rich volcanic soil in Colima," said Lance Peterson, third generation farmer in Mexico and the U.S. and President at Super Starr International. "Now, we look forward to working with our retail partners to continue to strengthen category sales for this nutritious fruit."

Super Starr grows, packs, and sells its own product, to include Royal Star papaya variety, Maradol papaya, and Super Starr honeydew melon throughout the year. The brand will be sampling fresh papaya at PMA Fresh Summit in booth #3620.

For information or to schedule a meeting, please contact Lance Peterson at lance.peterson@superstarrinternational.com.

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About Super Starr International

Super Starr's commitment to the highest quality, sustainably grown papayas and melons remains steadfast. Along with their reliable partners in Colima, they are proud to grow the best fresh produce available while adhering to the highest standards in production. Super Starr ships throughout the U.S., Canada and Japan, and makes it a priority to contribute to the health and wellness of their global neighbors.