

Fresh Produce Marketing Strategies: Competing in a Challenging Market

This course will give fresh produce industry managers and executives an opportunity to focus on their strategic thinking and on developing their fresh produce marketing approach within real-world budget constraints.

The program will include case studies and practical hands-on examples presented by both UC Davis agricultural economists and fresh produce industry marketing leaders. Current up-to-date produce marketplace data from participating instructor organizations will provide the basis for classroom discussions and break out sessions.

Fresh Produce Marketing Strategies is a must-attend course for any produce executive grappling with buyer and supplier consolidation, channel blurring, and rapidly evolving consumer preferences and profiles. This short course is all about enhancing your ability to assess emerging marketplace complexities and adapt your firm's marketing tactics and strategies to current market realities.

WHO SHOULD ATTEND

The program is designed for managers and executives from the fresh fruit and vegetable industry, such as grower-shippers, food retailers, wholesalers, distributors, fresh-cut processors and seed companies. It will be of particular interest to those working in marketing and sales, production managers, and new product development staff who are interested in improving their ability to develop and execute innovative fresh produce marketing strategies.

COURSE FACULTY

Roberta Cook, Ph.D.

Cooperative Extension Marketing Economist,
Dept. of Agricultural and Resource Economics
UC Davis

Leslie Butler, Ph.D.

Cooperative Extension Economist, Dept. of
Agricultural and Resource Economics, UC Davis

Jan DeLyser

Vice President Marketing, California Avocado
Commission

Sherry Frey

Vice President, Perishables Group

Don Goodwin

President, Golden Sun Marketing

Shermain Hardesty, Ph.D.

Cooperative Extension Economist, Dept. of
Agricultural and Resource Economics, UC Davis

Steve Lutz

Executive Vice President, Perishables Group

Bruce Peterson

President, Peterson Insights

Jim Prevor

Founder and Editor, PerishablePundit.com

Richard Sexton, Ph.D.

Professor, Dept. of Agricultural and Resource
Economics, UC Davis

Kerry Tucker

CEO, Nuffer, Smith, Tucker, Inc.

Alison Worthington

Managing Director, The Hartman Group

For More Information

Short Course Coordinator

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Resource Economics, UC Davis

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Registration Coordinator

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1st Annual Short Course Fresh Produce Marketing Strategies

**March 24-26, 2009
Davis, California**

UC DAVIS
POSTHARVEST TECHNOLOGY
Research & Information Center

**Agricultural &
Resource Economics
UC DAVIS**



**PMA FOUNDATION
FOR INDUSTRY TALENT**

TOPICS

Fresh Produce Value Chain Management

- Industry trends
- Supply, demand and elasticities
- Market structure
- Bargaining power
- Relative competitiveness
- Strategic implications

Strategic Marketing

- 5 P's—product, price, place, promotion and positioning
- Branding
- Generic promotion
- Trade research
- Public and media relations
- Marketing plans

Consumer Research

- The challenge of understanding consumer attitudes and behavior
- Pros and cons of alternative research methods
- National Hartman study on consumer attitudes about sustainability



Category Development

- Retail scanner data analysis
- Merging scanner data with consumer data
- Benchmarking as a means to impact retail product merchandising
- Identifying best practices
- Developing effective retail partnerships

Crafting Effective Strategies

- Aligning production, sales and marketing
- Differentiation and positioning to improve relative competitiveness



ENROLLMENT INFORMATION

Location, Dates and Time

Robert Mondavi Institute Sensory Theater, on the UC Davis campus, March 24-26, 2009. Lectures will begin promptly at 9:00 a.m. and conclude at 5 p.m. The registration desk will open at 8:15 a.m. on Tuesday, March 24th, 2009.

Enrollment Fee

\$1750 includes all instruction, course materials, continental breakfasts, lunches and morning and afternoon coffee breaks. Your enrollment is required by February 27, 2009. In order to improve the quality of interaction the class size is limited to 45 individuals, and registration is on a first-come, first-served basis.

Accommodations & Parking

A full list of accommodations can be found at <http://www.davisvisitor.com>. It is suggested that course participants stay at the Aggie Inn, Best Western Palm Court, or Hallmark Inn, as they are within a reasonable walking distance to the RMI Sensory Theater. If you need to park a vehicle on campus for this short course, please note your request for a campus parking permit on the enrollment form when you register. Parking permits will be available at the registration table upon check-in.

If Your Plans Change

Refunds, less a \$150 processing fee, will be granted if requested at least fourteen calendar days before the course begins. At that time, you may also discuss sending a substitute.

ENROLLING IS EASY!

By Mail: Complete this form and send it with your credit card information, or check for \$1750 to:

Attn: Pam Devine
UC Davis
Dept. of Plant Sciences, MS2
One Shields Avenue
Davis, CA 95616

By Phone: Call (530) 752-6941

Please have your Visa, MasterCard, Discover, or American Express account number handy.

By Fax: Fax this completed enrollment form, along with credit card information to: (530) 754-4326

On-Line: Link to our secure on-line registration form from <http://postharvest.ucdavis.edu/Announce/marketing.shtml>

Enrollment Information:

Name _____

Company _____

Position/Job Title _____

Address _____

City _____

State _____

Zip _____

Daytime Phone _____

Fax _____

Email Address _____

- I will need a campus parking permit for the class
 Please include me in the workshop networking roster

Payment Information

- Enclosed is a check payable to "UC Regents"
 Please charge my credit card:

Account Number _____

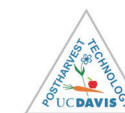
Expires _____

Authorizing Signature _____

Type of Card:

- Visa MasterCard Discover American Express

Credit card verification number (the last three digits of the number printed in the signature panel on the back of the credit card) _____



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