



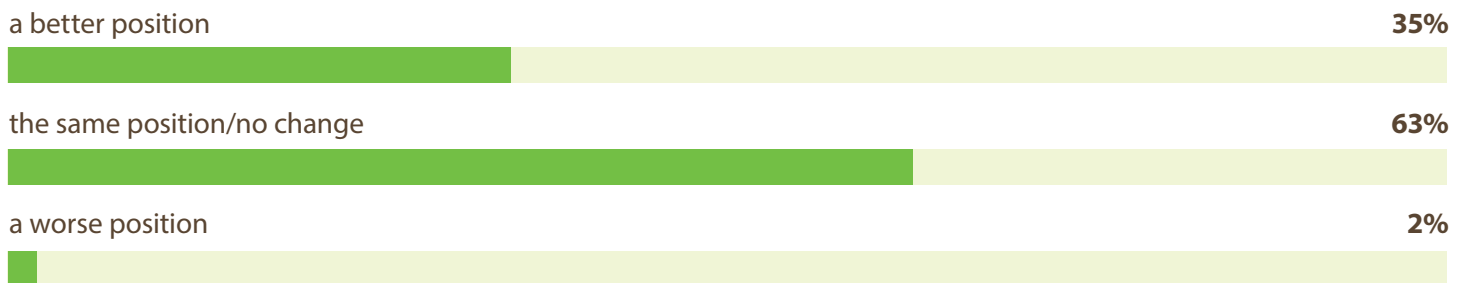
Pulse on the Industry – *Produce in Foodservice Outlook*

During our weekly Virtual Town Hall on April 22, we held a discussion and polled the attendees. The majority of respondents were growers and distributors along with operators, business service providers and media.

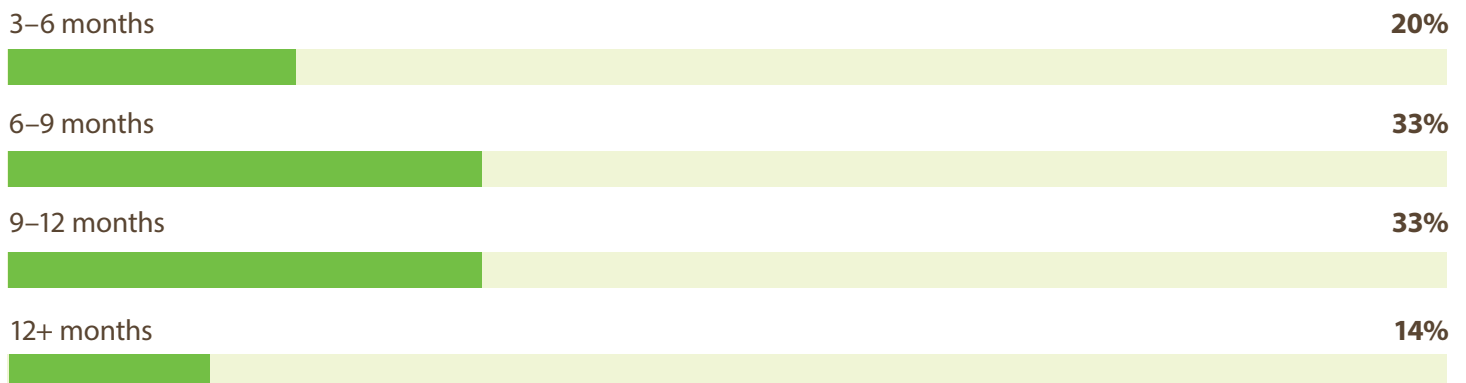
This cross section of the produce industry provides a snapshot of attitudes towards the foodservice industry.

While business outlooks are steady, the produce industry is far from stable, as the need for certainty and systemic change is the path for the future.

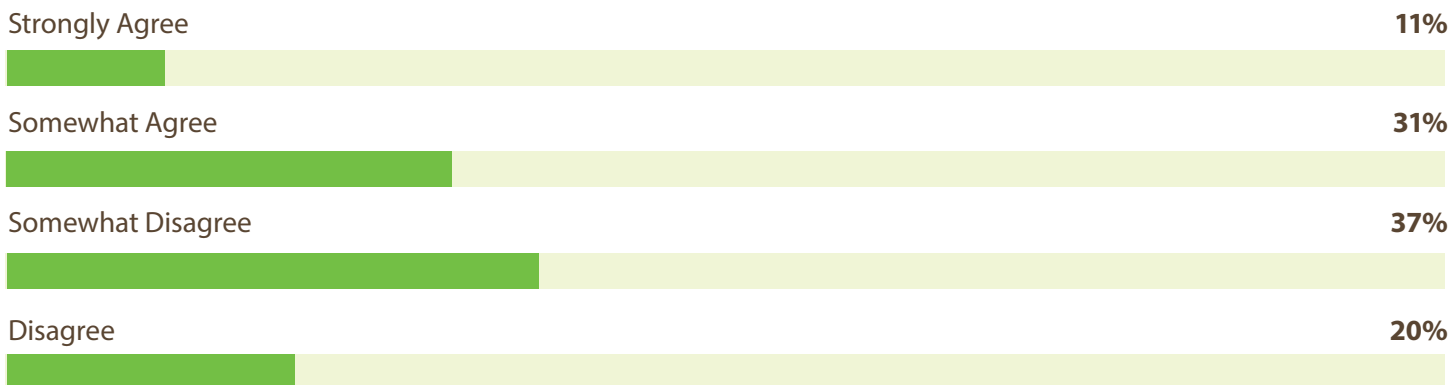
1. Compared to last week my organization is in



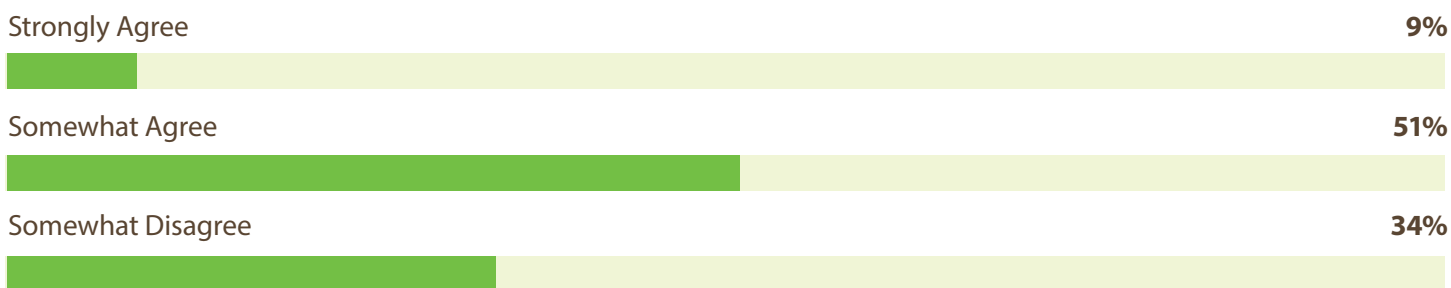
2. The recovery period for the foodservice channels to return to normal will be



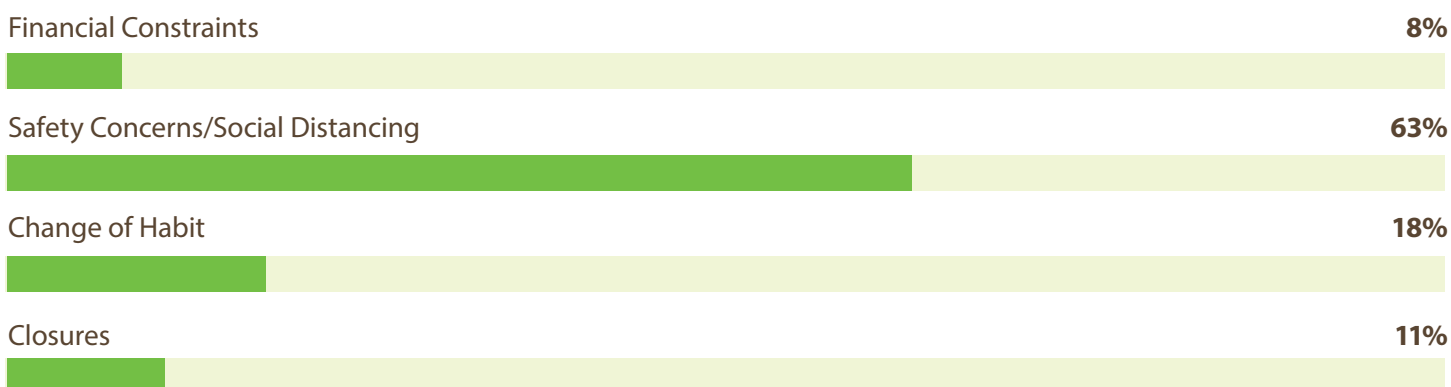
3. The operator reopen/launch strategies for my company or customers are clear and known to me



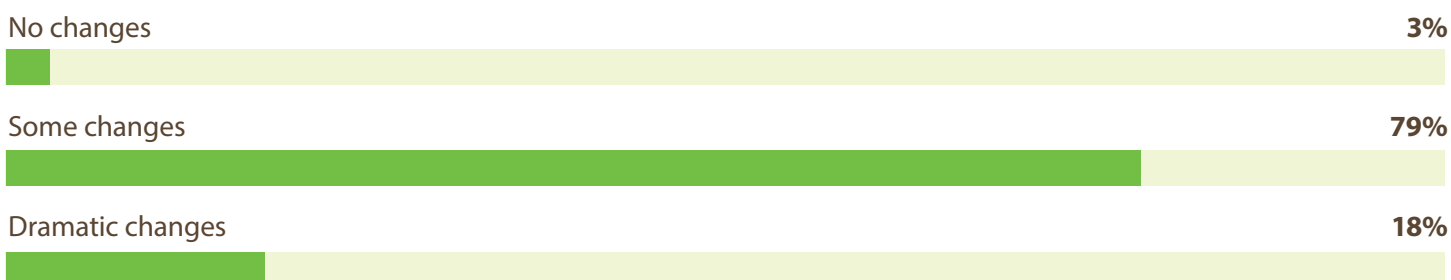
4. The menu changes implemented will have a negative long lasting impact on my business



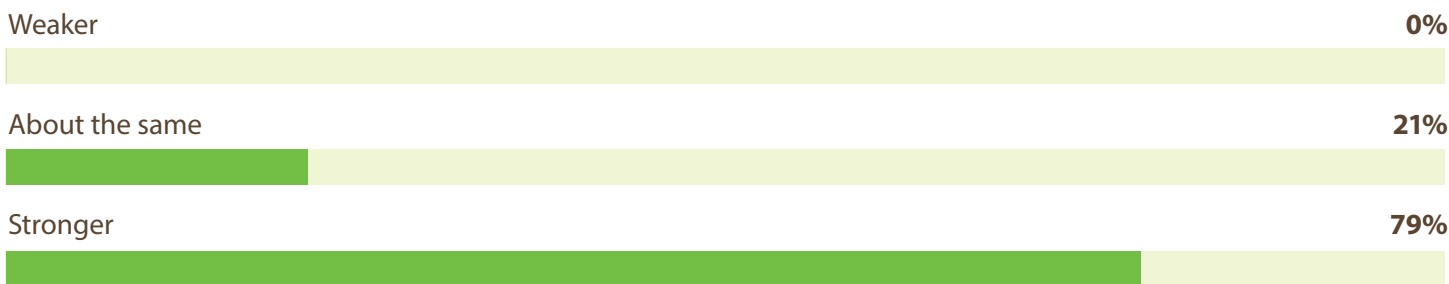
5. The largest barrier to consumers coming back to foodservice are (choose only 1)



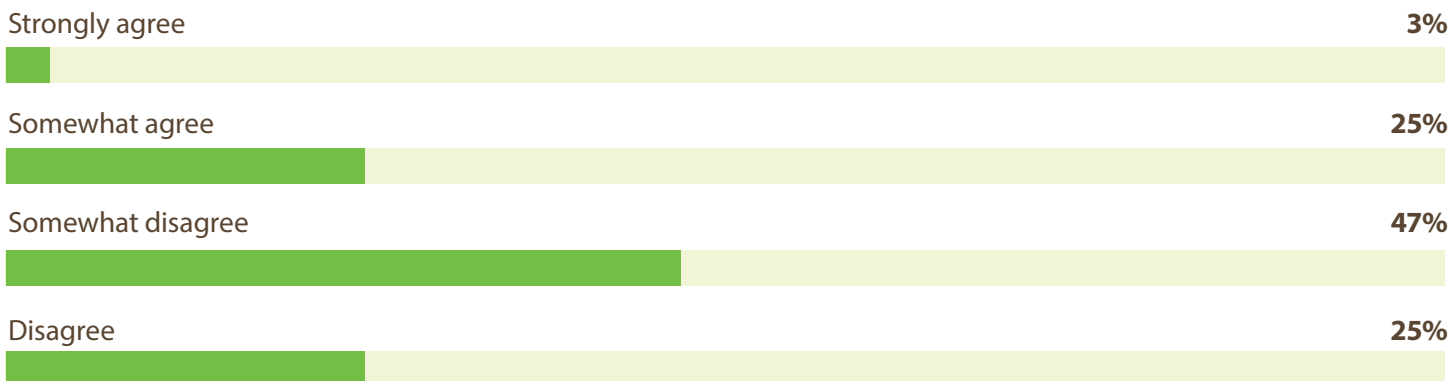
6. To be successful in the future “normal state” my company will need to make



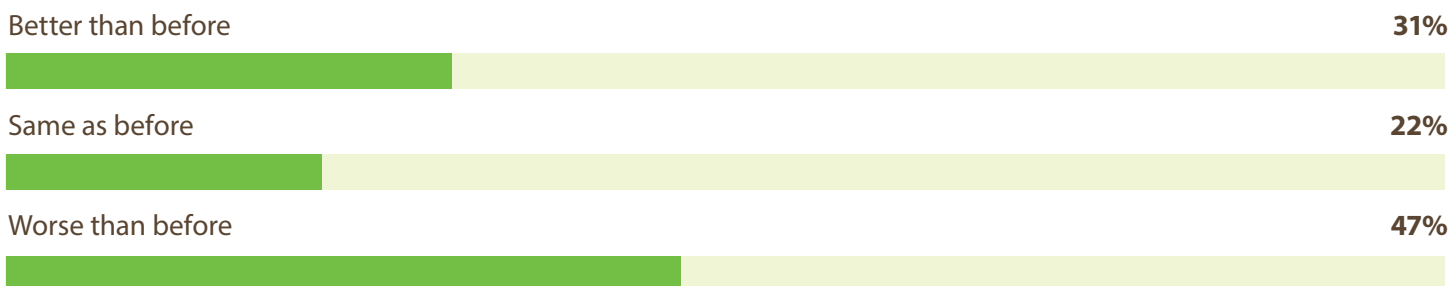
7. In the future “normal state” the relationship with my suppliers and customers will be



8. I see a clear path to what the future “normal state” will look like



9. The future sales and volume of produce flowing through foodservice channels in the “new normal” will be



For additional resources and information on produce in foodservice, please contact Lauren M Scott lsconfig@pma.com or visit the [Foodservice resource page](#) on PMA.com.