



## **Technology Committee**

**Committee Objective:** The Technology Committee (hereafter, “the Committee”) is a stand-alone committee that works in close coordination with Supply Chain Committee and Produce Safety Committee. The Committee serves PMA membership by identifying critical industry problems and potential technology-based solutions, providing insights on emerging trends and research, determining the impact on the global produce industry, and working with PMA staff to develop solution-based strategies.

### **Committee Member Prerequisites:**

- Should have either technology or business expertise in technologies that can impact the produce and floral industries in the areas of, but not limited to, crop production, processing retail and transportation.
- Can be from across the global supply chain (e.g. growers, shippers, processors, service providers, foodservice or retail professional segments)

### **Roles and Responsibilities:**

- Translate technology-based solutions into viable business applications for the produce and floral industries
- Provide practical technical expertise and strategic direction to help staff evaluate technology.
- Provide guidance for regulatory or legislative requests or opportunities where industry input is required to shape policy and regulation
- Provide PMA input on competitive environment in technology
- Advise PMA staff and Board of Directors on emerging technology trends and research that may impact the industry
- Act as a champion for PMA Technology Portfolio
  - Assist PMA with development of web and event content to support PMA’s technology portfolio development
  - Identify speakers/thought leaders
  - Participate in events as appropriate
  - Assist in promotional support as appropriate

### **Estimated Time Commitment and Meeting Format:**

- Two meetings (in person if possible)
  - May
  - October
- Additional virtual meetings as needed

### **Term Limits:**

- Chair and vice chair appointed to two-year term
- Committee members are reviewed annually to ensure sufficient continuity

### **Relationship with Other Leadership Groups:**

- Reports to PMA Board of Directors

**Volunteer Expenses:**

- Travel and lodging expenses (such as airfare, ground transportation, lodging, etc.) and event registrations associated with attending committee meetings will be the responsibility of the committee member
- Committee member must be a member of PMA