REFRESHING IDEAS.

SAY HELLO TO THE FUTURE AT FRESH SUMMIT.
Dear Friend,

WHERE DO YOU GO FOR REFRESHING IDEAS, NEW PRODUCTS AND THE LATEST TECHNOLOGIES?

To research new techniques that change the way you farm, pack, ship or sell? To meet new talent that can invigorate your organization? To find new markets and educate yourself about the environmental and regulatory challenges facing your business in the years to come?

YOU GO TO FRESH SUMMIT.

PMA’s Fresh Summit Convention & Expo is more than a trade show. It is the global produce and floral industry’s home for innovation. Fresh Summit is your chance to build connections with industry executives, technology trailblazers, entrepreneurs and buyers from every link of the supply chain—connections that can bear fruit and yield profits all year long.

In other words, it’s a must-attend event—and it’s only the start of what PMA can offer your organization.

Celebrate innovation. Seek out new markets, new products and new ideas that refresh the way you do business. This October, SAY HELLO TO THE FUTURE AT FRESH SUMMIT.

Warm Regards,

Lisa Davis

LISA DAVIS
Chairman, Fresh Summit Committee
Edge Sales & Marketing

Julie Lucido

JULIE LUCIDO
Chairman, Exhibitor Advisory Committee
Marketing Plus
FIND FRESH INSPIRATION IN 2014

Here’s a look at all the excitement to come at the year’s must-attend event for the global produce and floral industry.

FRESH FACES

Fresh Summit brings together produce and floral industry leaders, retail buyers, food safety experts and importers/exporters from around the globe. From decision makers to market innovators, Fresh Summit attendees and exhibitors are the people you need to know today and tomorrow.

CONNECT WITH ATTENDEES
- Retailers
- Wholesalers & Distributors
- Foodservice Operators & Distributors
- Importers/Exporters
- Suppliers
- Grower-Shippers
- Industry Organizations & Commodity Boards
- Consumer & Trade Media

ENGAGE WITH EXHIBITORS
- Global Grower-Shippers and Processors
- Marketing, Trade & Promotional Organizations
- Government Agencies & Ministries of Agriculture
- Suppliers and Manufacturers of Packaging, Equipment, Labeling, Transportation, Merchandising & Technology Services

COMMUNITIES OF INTEREST

With 20,000 attendees and 1,000 exhibitors from over 60 countries, Fresh Summit becomes the center of the produce and floral marketing universe every October. Here relationships are formed, trends are revealed, ideas are exchanged and careers are made.

To help you personalize your experience, we’ve organized Fresh Summit’s educational workshops and networking receptions around specific Communities of Interest, including:

- GLOBAL CONNECTIONS
- INDUSTRY TALENT
- SCIENCE & TECHNOLOGY
- FLORAL

Learn more at FreshSummit.com/MyCommunity
QUALITY CONNECTIONS

What makes Fresh Summit a one-of-a-kind opportunity to grow your global network? Connections. Connections to each other. Connections to new technologies. Connections to information.

60% of global produce retailers were represented at 2013 Fresh Summit

77% of attendees were directly involved with purchasing decisions

1 in 3 attendees were management personnel, ranging from General Manager to CEO

90% of exhibitors agreed the quality of leads increased or remained steady

*Information from 2013 Fresh Summit Attendee & Exhibitor Surveys

GLOBAL BUYERS

The pulse of business. The buzz of conversation. The electricity on the exhibition floor is energizing. And that’s why Fresh Summit has become a magnet for produce and floral industry leaders and decision makers all along the supply chain—including top buyers from the world’s largest retail chains.

15 of the top 25 retailers on Supermarket News’ list of “Top 25 Global Retailers” participate in Fresh Summit:

- Aeon
- Ahold
- Aldi
- Carrefour
- Costco
- Delhaize
- Kroger
- Loblaw
- Sainsbury’s
- Safeway
- Supervalu
- Target
- Tesco
- Walmart
- Woolworths (AU)
MASTER YOUR FRESH SUMMIT EXPERIENCE

DIVE INTO EDUCATION
Kick off your Fresh Summit experience by gaining valuable information and new ideas at educational workshops and the opening general session.

MEET & GREET
Forge strong connections at networking receptions like Fresh Ideas in Action and the Welcoming Reception.

FIND YOUR COMMUNITY
Ramp up your networking efforts by connecting to one or more of the Communities of Interest that most closely align with your business goals.

FRIDAY

GLOBAL CONNECTIONS COMMUNITY
A forum for best-in-class business connections for buyers and sellers at all levels throughout the global supply chain. Learn the latest consumer trends and best practices that cut across geographic borders to better serve your customers and grow your business.

SCIENCE & TECHNOLOGY COMMUNITY
From DNA fingerprinting to product tracking, advances in technology impact every link in the supply chain. Gain an understanding of complex food safety, technology and science issues, as well as practical solutions that you can apply to your business now and in the future.

INDUSTRY TALENT COMMUNITY
Talent is the most precious resource for your business, whether you’re a retailer in San Diego or an importer in China. Learn how to attract, develop and retain the best and brightest individuals to lead your company into the future.

FLORAL COMMUNITY
The floral industry’s unique challenges demand a community all its own. Get a look at the latest consumer research and trends; share ideas, insights and industry challenges with your peers; and explore the Floral Pavilion, now doubled in size for 2014!
SATURDAY & SUNDAY

WORK THE FLOOR
Gain insight and new ideas from the Breakfast General Sessions, then experience new and innovative products as you walk the Trade Show. Cap the day off with a drink while meeting decision makers and senior executives at the Community Receptions.

PREVIEW TOMORROW’S GAME CHANGERS
Get a glimpse of what tomorrow holds for your business. Visit Innovation @ Work and explore the New Products Showcase for a sneak preview of the latest technology, packaging and more.

NETWORK LIKE A PRO
Connect with future partners. Rekindle old relationships. Learn which product innovations and trends will most impact your business.

To get the latest scoop on who’s exhibiting, what’s hot and where to find new partners, visit the Fresh Summit Floor Plan and Exhibitor List: FreshSummit.com/Directory

THINKING ABOUT EXHIBITING AT FRESH SUMMIT?
The answer is clear. Fresh Summit delivers ROI.
Connect with top decision makers from all over the world, all in one place, and watch your business grow.
Learn more at FreshSummit.com/Exhibit
Fresh Summit is a truly one-of-a-kind, inspirational show. But to get the most out of it, it pays to plan ahead. To help maximize your Fresh Summit experience, we encourage you to review the schedule below and make time for the educational workshops and networking receptions tailored to your community.

**PROGRAM SCHEDULE**

See which exhibitors you want to visit by checking our 2014 Exhibitor List and Floor Plan at [FreshSummit.com/Directory](http://FreshSummit.com/Directory)

**THURSDAY, OCTOBER 16**

12:30 PM–5:00 PM  
* Retail Produce Tour*

**FRIDAY, OCTOBER 17**

7:00 AM–8:30 AM  
* PMA Foundation Women’s Fresh Perspectives Leadership Breakfast*  
8:00 AM–5:00 PM  
* Innovation @ Work*  
8:45 AM–10:15 AM  
* Workshop Series I*  
10:30 AM–12:30 PM  
* Brunch General Session*  
12:45 PM–2:15 PM  
* Workshop Series II*  
2:35 PM–4:05 PM  
* Workshop Series III*  
3:30 PM–5:00 PM  
* Emerging Leaders Program Capstone and Graduation*  
4:00 PM–5:00 PM  
* Fresh Ideas in Action Reception*  
5:00 PM–6:30 PM  
* PMA Foundation Young Professionals Reception (Ticket Required)*  
5:30 PM–6:30 PM  
* President’s Invitational Reception (Ticket Required)*  
6:30 PM–8:30 PM  
* Welcoming Reception*

**SATURDAY, OCTOBER 18**

7:00 AM–8:30 AM  
* PMA Foundation 5K – Race for Talent*  
7:45 AM–9:45 AM  
* Breakfast General Session*  
8:00 AM–5:00 PM  
* Innovation @ Work*  
10:00 AM–5:00 PM  
* Exposition*  
5:15 PM–7:30 PM  
* Floral Networking Reception*  
5:15 PM–7:00 PM  
* Global Connections Reception*  
5:15 PM–7:00 PM  
* Industry Talent Reception*  
5:15 PM–7:00 PM  
* Science & Technology Reception*  

**SUNDAY, OCTOBER 19**

7:45 AM–9:45 AM  
* Breakfast General Session*  
8:00 AM–5:00 PM  
* Innovation @ Work*  
10:00 AM–5:00 PM  
* Exposition*  
* Separate registration may be required. Schedule subject to change.

Visit [FreshSummit.com/Workshops](http://FreshSummit.com/Workshops) for the most up-to-date information
GENERAL SESSIONS

FRIDAY, OCTOBER 17, 2014
State of the Industry:
Inspiring the Fresh Revolution

BRYAN SILBERMANN
CEO
PRODUCE MARKETING ASSOCIATION

CATHY BURNS
PRESIDENT
PRODUCE MARKETING ASSOCIATION

SATURDAY, OCTOBER 18, 2014
Exploiting Chaos: 150 Ways to Spark Innovation
During Times of Change

JEREMY GUTSCHE
AWARD-WINNING AUTHOR AND FOUNDER OF TRENDHUNTER.COM

For more information on the General Sessions, please visit FreshSummit.com/GeneralSessions
REGISTER TODAY.
3 EASY WAYS

1. **Register** online at [FreshSummit.com/Register](http://FreshSummit.com/Register)

2. **Fax** your registration form to the PMA Solution Center at +1 (302) 738-6685

3. **Mail** your registration form to the *PMA Solution Center* (see registration form for address information)

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**REGISTER NOW AND SAVE**

FreshSummit.com/Register

- **Save up to $180** if you register by September 12
- **Receive $90 off** the All Access Pass if your company submits 5+ paid registrations (any type) at the same time
STAND OUT WITH SPONSORSHIP & ADVERTISING

INCREASE VISIBILITY AT FRESH SUMMIT
Make your company top-of-mind for 20,000 attendees. Fresh Summit advertising and sponsorship opportunities include print, digital, mobile, sampling and our brand new Media Wall. Benefits include:

- Increasing company exposure and visibility
- Reaching a large audience in a cost-effective way
- Reinforcing branding messages
- Positioning your company as an industry leader

ELEVATE YOUR BRAND YEAR ROUND

**fresh Magazine:** Advertise in PMA’s publication covering hot issues in the industry, PMA people and initiatives, innovative member companies and marketing trends.

**PMA SmartBrief:** Reach B2B decision makers in our daily e-news brief delivering relevant news stories about the produce and floral industry.

**PMA Foundation:** Support the PMA Foundation by sponsoring programs and events at Fresh Summit.

For more information about tailored packages that support your business initiatives, contact PMA’s Business Development team at +1 (302) 738-7100 or visit [FreshSummit.com/Sponsorship](http://FreshSummit.com/Sponsorship)
ABOUT THE PRODUCE MARKETING ASSOCIATION

TAP PMA’S EXPERTISE ALL YEAR LONG
The value you experience at Fresh Summit doesn’t have to end when the show does. Making PMA your go-to resource every day is one of the best ways to stay on top of industry changes.

- Access our online Global Membership Directory with 2,800 companies and 27,000 member contacts
- Register for one of our many global industry events and programs
- Explore our expanded Science & Technology Portfolio
- Browse the PMA SmartBrief
- And so much more!

SUPPORTING FRESH TALENT
The PMA Foundation for Industry Talent is a charitable organization that offers education programs and networking events to help you attract, develop and retain top talent to grow your business. No matter where your company is in the global supply chain or where you are in your career, we offer solutions for development along the entire career continuum.

Take a few minutes during Fresh Summit to visit the PMA/PMA Foundation Center and inquire about how we can help you grow.

Visit PMA.com/Membership and discover how we can be your resource for global connections and refreshing ideas 24 hours a day, 7 days a week, 365 days a year.
MEMBERSHIP DELIVERS REAL ROI

"We’ve gained almost 20 new customers a year by attending PMAs Fresh Summit and Foodservice events."

JILL OVERDORF
Corporate Executive Chef/Director, Business & Culinary Development | Coosemans LA Shipping Wholesaler | USA

"With PMA, we’re identifying small and independent growers across the country. We’re sourcing produce closer to the demand—and closer to our customers."

MANOLO REYES
Vice President, Perishable Goods Wal-Mart, Mexico & Central America Supermarket Retailer | MEXICO

"Coming from Silicon Valley, we didn’t know the produce industry. PMA helped us make connections, meet industry leaders and understand their needs."

ELLIOTT GRANT
CEO, HarvestMark Industry Service Provider | USA

"Since we started with PMA, we’ve seen our business grow from 5 million to nearly 20 million USD in under three years."

TOMMIE VAN ZYL
CEO, ZZ2 Grower-Shipper | SOUTH AFRICA

View more member stories at PMA.com/MemberStories
SAY HELLO TO THE FUTURE AT FRESH SUMMIT.

FEEL THE ENERGY. 2014 FRESH SUMMIT HIGHLIGHTS.

FOOD TRUCK REVOLUTION
Visit the Welcoming Reception to experience good company, great conversation and gourmet food trucks. This reception is full of the energy that will fuel the rest of Fresh Summit.

JOIN THE ‘eatbrighter’ MOVEMENT
Learn about the Sesame Workshop-PMA initiative that is inspiring children ages 2 to 5, and their parents and caregivers, to eat fresh fruits and vegetables. Join the ‘eatbrighter!’ movement today at PMA.com/EatBrighter.

NEW THIS YEAR! FRESH SUMMIT MEDIA WALL
Experience Fresh Summit like never before. The larger-than-life digital video displays will showcase PMA TV, on-site photos taken by attendees, a live Twitter feed and more! See and hear from the people driving our dynamic industry forward.

INNOVATION @ WORK RETURNS
Back by popular demand, Innovation @ Work returns for another year of ground-breaking ideas and leading products. It’s your destination for the latest innovations in technology, packaging, merchandising and so much more. Explore the just 4 kids section of the New Products Showcase and browse the winners and finalists for PMA’s Impact Award: Excellence in Packaging and the Sensory Experience Contest.
SAY HELLO TO THE FUTURE AT FRESH SUMMIT.

GET INSPIRED IN ANAHEIM

Save up to $180 if you register by September 12.

Learn more at FreshSummit.com/Register