



## **Brazil Country Council**

**Council Objective:** The PMA Brazil Country Council members provide input and guidance to help develop/deliver year-round global and local member value, as well as work to grow and engage the Brazilian community within PMA.

### **Benefits of Country Council engagement:**

Country Council volunteers can create beneficial business relationships, raise the profile for their company, and build their personal and professional brand while helping to support the overall growth and prosperity of the industry in their region.

### **Council Member Prerequisite(s):**

Council members are produce and floral industry leaders representing all segments of the supply chain, including growers, shippers, exporters, importers, distributors, wholesale markets, foodservice, retailers and suppliers.

- Must actively participate and provide feedback throughout the year by attending in-person meetings and communicating by e-mail or phone
- Should reside and work in Brazil and be well-connected and influential within the local and/or global produce and/or floral industries
- Will work for the benefit of the entire industry, not just one's company or industry segment
- Be employed by a PMA member company

### **Roles and Responsibilities:**

- **Meeting Participation:** Prepare for, and participate in, discussions and deliberations of the Council. Regular attendance at the meetings is expected.
- **Membership Growth:** Be a PMA champion to help build awareness of PMA and increase/retain membership in Brazil
- **Supporting Goals:** Actively participate to deliver desired objectives such as the success of Fresh Connections: Brazil and membership goals
- **Input on Benefits and Services:** Provide feedback on the development of new programs and services for the industry in the country

### **Estimated Time and Travel Requirements:**

- Participation in approximately three in-person meetings each year, plus conference calls as needed for relevant task forces.

### **Term Limits:**

The council member has the opportunity to serve for three consecutive one-year terms. This may be extended for those selected to serve as officers.

### **Governance & Authority:**

PMA Country Councils work under the general direction of the PMA Board of Directors.