

Fresh Summit wrap up from Anaheim.  
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**Fresh Summit 2012: The stories behind the record numbers**

*Anaheim, Calif.* — Produce Marketing Association's (PMA) 2012 Fresh Summit International Convention & Exposition set an all-time attendance record, but the top news of this year's show was the energy and enthusiasm that it created from this year's revamped convention schedule.

Fresh Summit 2012's disruption theme of "Say hello to the future" was evident from the change-oriented workshops and innovation-focused general sessions to the urgent energy that resonated across the expo's show floor. Workshops offering tips on social and mobile marketing were crowded with industry members seeking to connect with today's on-the-go consumers. Meanwhile, keynote speakers urged attendees to position themselves to capitalize on the opportunities to be had during periods of disruptive business change by embracing creativity and diversity.

"The keynote speakers are among the best I think I've ever seen at Fresh Summit, very relevant to the topics we are addressing within the association's membership," said Jan DeLyser, vice president of marketing with California Avocado Commission and PMA's new chairman of the board.

PMA reported final attendance of more than 21,000, including nearly 4,000 buyers. While the majority of attendees hailed from across the U.S. supply chain, international buyers and sellers hailed from 61 countries, from Argentina to New Zealand. The energy emanating from the crowded show floor reflected more than just the record number of attendees; it also encouraged buyers and sellers alike to engage more actively.

"The fact that the show went to two days is making a big difference, [it] has more energy than I've ever seen," said Rich Dachman, Sysco vice president of produce. "Everybody seems to have a sense of urgency to do their business."

"This year there seems to be a lot more excitement from retailers and importers," agreed James Michael, promotion director for Northwest Cherries.

A focus on flavor, color, convenience and appealing to kids was evident across the 247,000-square foot trade show. Highlights included the 100+ plus-item New Products Showcase, with numerous new products designed just for kids.

The Sensory Experience Contest put a laser focus on the importance of flavor; 11 recipe finalists were taste tested by judges from across the supply chain – as well as kids from a neighborhood school. Winner of the Buyers' Choice contest award was Chilean Fresh Fruit Association; California Date Administrative Committee took home the Kids' Choice award from the contest's youngster judges.

"Judging by what we saw here, our industry is optimistic about the future, and excited to seize the opportunities that always come along with market disrupters," said PMA President and CEO Bryan Silbermann. "To do that, PMA continues to support the needs of our members in new and exciting ways –

and we'll put that evolution in motion over the next few months as the Board of Directors work to develop a new strategic plan.”

### **Exhibitors earn “Best of Show” titles**

Four exhibitors were chosen by an anonymous panel of industry experts to be “best of show,” a contest designed to generate attendee excitement and encourage exhibitors to enhance the effectiveness of their exhibition experience:

- Best of Show, in-line booth: Frieda’s Specialty Produce;
- Best of Show, island booth: Chestnut Hill Farms;
- Best New Product Launch: Misionero Vegetables;
- Best First-Time Exhibitor: Blue Diamond Growers

Next year’s Fresh Summit International Convention & Exposition will be held Oct.18-20, 2013, in New Orleans. For more information, visit [www.pma.com/freshsummit](http://www.pma.com/freshsummit).

### **About Produce Marketing Association (PMA)**

Produce Marketing Association is the leading trade association representing companies from every segment of the global produce and floral supply chain. PMA helps members grow by providing business solutions that expand business opportunities and increase sales and consumption. For more information, visit [www.pma.com](http://www.pma.com).

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