

## **Fresh Produce Marketing Strategies: Competing in a Challenging Market**

This course will give fresh produce industry managers and executives an opportunity to focus on their strategic thinking and on developing their fresh produce marketing approach within real-world budget constraints.

The program will include case studies and practical hands-on examples presented by both UC Davis agricultural economists and fresh produce industry marketing leaders. Current up-to-date produce marketplace data from participating instructor organizations will provide the basis for classroom discussions and break out sessions.

Fresh Produce Marketing Strategies is a must-attend course for any produce executive grappling with buyer and supplier consolidation, channel blurring, and rapidly evolving consumer preferences and profiles. This short course is all about enhancing your ability to assess emerging marketplace complexities and adapt your firm's marketing tactics and strategies to current market realities.

### **WHO SHOULD ATTEND**

The program is designed for managers and executives from the fresh fruit and vegetable industry, such as grower-shippers, food retailers, wholesalers, distributors, fresh-cut processors and seed companies. It will be of particular interest to those working in marketing and sales, production managers, and new product development staff who are interested in improving their ability to develop and execute innovative fresh produce marketing strategies.

### **COURSE FACULTY**

#### **Roberta Cook, Ph.D.**

Cooperative Extension Marketing Economist  
Dept. of Agricultural and Resource Economics  
UC Davis

#### **Leslie Butler, Ph.D.**

Cooperative Extension Economist  
Dept. of Agricultural and Resource Economics  
UC Davis

#### **Jan DeLyser**

Vice President Marketing  
California Avocado Commission

#### **Don Goodwin**

President, Golden Sun Marketing

#### **Shermain Hardesty, Ph.D.**

Cooperative Extension Economist  
Dept. of Agricultural and Resource Economics  
UC Davis

#### **Steve Lutz**

Executive Vice President, Perishables Group

#### **Jim Prevor**

Founder and Editor, PerishablePundit.com

#### **Richard Sexton, Ph.D.**

Professor  
Dept. of Agricultural and Resource Economics  
UC Davis

#### **Kerry Tucker**

CEO, Nuffer, Smith, Tucker, Inc.

#### **Alison Worthington**

Managing Director, The Hartman Group

### **For More Information**

#### **Short Course Coordinator**

Roberta Cook, Ph.D.  
Dept. of Agricultural and  
Resource Economics, UC Davis  
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Email: [cook@primal.ucdavis.edu](mailto:cook@primal.ucdavis.edu)



#### **Registration Coordinator**

Pam Devine  
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## **1<sup>st</sup> Annual Short Course Fresh Produce Marketing Strategies**

**March 24-26, 2009  
Davis, California**

**UC DAVIS**  
POSTHARVEST TECHNOLOGY  
Research & Information Center

**Agricultural &  
Resource Economics**  
**UC DAVIS**

## TOPICS

### Fresh Produce Value Chain Management

- Industry trends
- Supply, demand and elasticities
- Market structure
- Bargaining power
- Relative competitiveness
- Strategic implications

### Strategic Marketing

- 5 P's—product, price, place, promotion and positioning
- Branding
- Generic promotion
- Trade research
- Public and media relations
- Marketing plans

### Consumer Research

- The challenge of understanding consumer attitudes and behavior
- Pros and cons of alternative research methods
- National Hartman study on consumer attitudes about sustainability



### Category Development

- Retail scanner data analysis
- Merging scanner data with consumer data
- Benchmarking as a means to impact retail product merchandising
- Identifying best practices
- Developing effective retail partnerships

### Crafting Effective Strategies

- Aligning production, sales and marketing
- Differentiation and positioning to improve relative competitiveness



## ENROLLMENT INFORMATION

### Location, Dates and Time

Robert Mondavi Institute Sensory Theater, on the UC Davis campus, March 24-26, 2009. Lectures will begin promptly at 9:00 a.m. and conclude at 5 p.m. The registration desk will open at 8:15 a.m. on Tuesday, March 24th, 2009.

### Enrollment Fee

\$1750 includes all instruction, course materials, continental breakfasts, lunches and morning and afternoon coffee breaks. Your enrollment is required by February 2, 2009. In order to improve the quality of interaction the class size is limited to 45 individuals, and registration is on a first-come, first-served basis.

### Accommodations & Parking

A full list of accommodations can be found at <http://www.davisvisitor.com>. It is suggested that course participants stay at the Aggie Inn, Best Western Palm Court, or Hallmark Inn, as they are within a reasonable walking distance to the RMI Sensory Theater. If you need to park a vehicle on campus for this short course, please note your request for a campus parking permit on the enrollment form when you register. Parking permits will be available at the registration table upon check-in.

### If Your Plans Change

Refunds, less a \$150 processing fee, will be granted if requested at least fourteen calendar days before the course begins. At that time, you may also discuss sending a substitute.

## ENROLLING IS EASY!

**By Mail:** Complete this form and send it with your credit card information, or check for \$1750 to:  
Attn: Pam Devine  
UC Davis  
Dept. of Plant Sciences, MS2  
One Shields Avenue  
Davis, CA 95616

**By Phone:** Call (530) 752-6941  
Please have your Visa, MasterCard, Discover, or American Express account number handy.

**By Fax:** Fax this completed enrollment form, along with credit card information to: (530) 754-4326

**On-Line:** Link to our secure on-line registration form from <http://postharvest.ucdavis.edu/Announce/marketing.shtml>

### Enrollment Information:

Name \_\_\_\_\_

Company \_\_\_\_\_

Position/Job Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

- I will need a campus parking permit for the class  
 Please include me in the workshop networking roster

### Payment Information

- Enclosed is a check payable to "UC Regents"  
 Please charge my credit card:

Account Number \_\_\_\_\_ Expires \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

Type of Card:

- Visa  MasterCard  Discover  American Express

Credit card verification number (the last three digits of the number printed in the signature panel on the back of the credit card) \_\_\_\_\_



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