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Meet your moms, kids and affluent shoppers.

March 22-24, 2007  
Charlotte, North Carolina

How well do you know  
YOUR mom?

How about those kids?



And what makes the  
affluent folks tick?

Peek inside the lives of your consumers.



March 22-24, 2007  
Charlotte, North Carolina

## Meet your trillion-dollar consumers.

Peek inside the lives of your consumers.

What makes the 2007 **mom** tick?

What do her **kids** enjoy?

How are **affluent** consumers different from other buyers?

Don't miss **Consumer Trends '07: A Produce Solutions Conference**, where we will fill you in on latest trends on the rapidly changing consumer landscape. We have the information you need to get inside the mind of your consumer and capture your share of their spending.

### Where do you fit in the retail and foodservice blend?

Today, the pace and diversity of consumer lifestyles is unlike anything before. But consumers also have many more options for food selection than they did years ago.

#### They can:

- > prepare meals at home
- > order takeout
- > dine at a variety of outlets with multiple price ranges
- > dine on flavors from around the world
- > find an increasing assortment of prepared foods in the supermarket.

In order to effectively reach today's consumer, marketers are forced to think big and **understand where, how, and why consumers shop**. The blending of foodservice and retail gives consumers more options from which to choose when making their dining selection.

At Consumer Trends '07, you and fellow supply chain members will discover **how consumers are forcing the blending of retail and foodservice**. As a result, you will be able to proactively develop ideas to **reach consumers at the heart of their food decision-making process**.

### This is your mom.

She has \$1.6-trillion to spend this year. She demands the freshest food. But it has to be convenient. And has to taste good, too. She's your mom, and we can help you reach her.



### These are your kids.

The 41-million kids in the U.S. between the ages of 5 and 14 have a direct buying power of more than \$40-billion and influence \$146-billion in spending annually.



### These are your affluent consumers.

They have an average net worth of \$3.1-million and control 70% of the total net worth of all American households.



Visit [www.pma.com/psc](http://www.pma.com/psc) to learn more about why you cannot miss this conference.



### Who Attends Consumer Trends '07 and Why

This highly focused **consumer trends** conference brings together managers and senior executives from all segments of the retail and foodservice supply chain:

- > Retailers
- > Foodservice Operators
- > Wholesalers/Distributors
- > Growers/Shippers
- > Service Providers
- > Marketing and Promotional Organizations

Now, more than ever, this conference provides you with the valuable knowledge you need to get inside the lives of your customers, offering turnkey solutions for claiming your share of their enormous spending power.

## New in 2007!

We've listened to you and made some changes to this year's conference so it packs more of a punch, directly addressing the topics of interest to you *and* increasing your networking opportunities. **Here are some of the major changes we've made:**

**We've included the foodservice supply chain in this conference** so that we can provide information on consumer preferences to the full spectrum of buyers.

**We've reduced our attendance cap to 300**, creating a more intimate environment and providing a more interactive setting for networking.

**There's a new location this year: Charlotte, North Carolina.** Charlotte offers an exciting mix of retail and foodservice venues, and caters to a diverse population.

**This year you can enjoy both a supermarket and foodservice tour**, providing you the opportunity to gain first-hand insight into a variety of settings.

### Become a Consumer Trends '07 Sponsor

Take advantage of this key opportunity to reach out to leading industry executives participating in Consumer Trends '07.

As a sponsor, your company's message will reach decision makers throughout the retail and foodservice supply chains. For additional information visit [www.pma.com/psc/sponsorships.cfm](http://www.pma.com/psc/sponsorships.cfm)

Peek inside the lives of your consumers.

### Other 2007 Highlights

**Supply Chain Discussion Sessions** — Join retail and foodservice industry leaders who will guide lively peer discussion groups addressing marketing and merchandising solutions to consumer challenges. Visit [www.pma.com/psc/discussion-group-leaders.cfm](http://www.pma.com/psc/discussion-group-leaders.cfm) for a list of discussion group leaders.

**Subscription to PMA's Consumer Research** — All attendees will receive a one-year subscription to PMA's *Consumer Research Online*. This valuable research gives you monthly access to what consumers really want, what motivates them to buy, and how to satisfy their current needs and anticipate their changing preferences.

**FREE Copies of Two Consumer Trend Books** — Kate Newlin's *Shoppportunity! How to Be a Retail Revolutionary!* and *Trillion Dollar Moms: Marketing to a New Generation of Mothers*, by Maria T. Bailey.

**Countless Networking Opportunities** — Establish lasting relationships with industry peers through a team-building game, opening reception, shared meals, tours, and more.

**Experience Southern Hospitality, Charlotte-style** — This multicultural city sets the stage for an exciting 2-1/2 days of information gathering and exploring.

*"Good consumer insight is very valuable — it's the crystal ball for future products and menu items."*

Gene Harris  
Denny's Corp.  
Consumer Trends '07  
Discussion Leader

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## Schedule Highlights

Peek inside the lives of your consumers.

*"Keeping focus on the voice of the consumer is what drives our business. Hearing from others on how to increase consumption does create innovative ideas."*

Ed Popke  
 Save Mart Supermarkets  
 Consumer Trends '07  
 Discussion Leader

### Thursday, March 22

**Supermarket or Foodservice Tour** It's your choice. Two tours will give you an up-close look at how retailers (Food Lion, Bloom, Lowes Foods and Harris Teeter) are catering to their customers. The foodservice tour will give you an opportunity to see the operations of Johnson & Wales and US Foodservice. Space is limited, so sign up early!

### Networking Reception

Experience southern hospitality at its best while dining and networking with retail and foodservice supply chain members.

### Friday, March 23

**"Passion Branding: How to Wow and Win the Love of Your Customers"** – Kate Newlin, Principal, Kate Newlin Consulting  
 Author, *Shoppportunity!: How to Be a Retail Revolutionary*

Can consumers actually fall in love with a brand? Kate Newlin will discuss what drives customers to seek out certain brands above all others. What makes a "passion" brand sizzle? Don't miss this lively session, designed to hit the epicenter of your target customer.

**"Marketing to Moms & Kids: The Trillion-Dollar Segments"** – Maria Bailey, President, BSM Media  
 Author, *Trillion Dollar Moms: Marketing to a New Generation of Mothers*

Moms in America spend \$1.6 trillion a year. Do you know what this savvy spender is thinking? What she's really looking for? What captivates her kids? Maria Bailey will open your eyes to the evolving generational mom and how you can capture her attention—not to mention her purchasing power.

### Saturday, March 24

**"Targeting the Top: How to Appeal to the Affluent"** – Todd Hale, Senior Vice President, Consumer & Shopper Insights, ACNielsen; Ernie Paicopolos, Principal, Opinion Dynamics Corporation

This session will focus on how food marketers and retailers can appeal to this critical affluent segment and what we can learn from their shopping behaviors that will cue us into what is important to them when making food choices involving produce.

**"Bringing it All Together and Turning New Ideas into Gold"** – Kevin O'Connor, CSP, Corporate Consultant  
 Kevin E. O'Connor and Associates

Kevin O'Connor will provide a conference highlights summary and help attendees connect-the-dots between passion branding and the needs and wants of moms, kids and the affluent customer.

### Important Dates to Remember

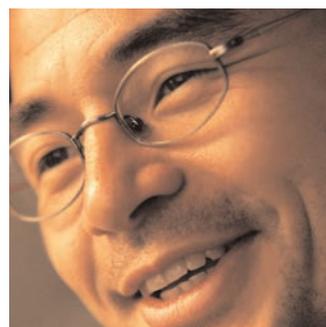
Deadline to Register (and save):  
 February 9, 2007

Last Date to Make Hotel Reservations:  
 February 9, 2007

Deadline to Register in Advance:  
 March 2, 2007



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How well do you know your moms, kids & affluents?

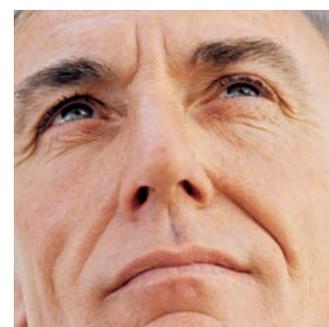
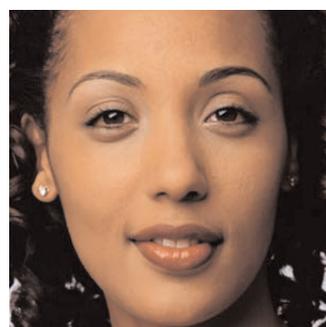
These consumers—along with many others—are your customers.

**Complex?** Yes.

**Demanding?** Definitely.

**Your target?** You bet.

We can help you know them better and reach them more effectively.



## Consumer Trends '07 Schedule

### Thursday, March 22

10:00 am - 2:00 pm

#### Supermarket Tour

Visit innovative retail outlets throughout Charlotte and the marketing and merchandising strategies these companies employ to appeal to the diverse Charlotte consumer base. Tour stops include Food Lion, Bloom, Lowes Foods, and Harris Teeter.

(OR)

#### Foodservice Tour

Get an up-close look at Johnson & Wales University campus, as well as US Foodservice.

4:00 pm

#### Orientation & Welcome

Led by Consumer Trends '07 Planning Committee Co-Chairmen: Bill Brophy, The Stop & Shop Supermarket Co.; Jim Spilka, Meijer, Inc.

This is where your Consumer Trends '07 experience begins! It is here that you will meet your group for the first time, and begin to develop your conference action plan! This critical orientation will also give participants an idea of what to expect from the conference.

4:15 pm - 5:15 pm

#### Icebreaker

An interactive activity that allows for networking.

5:30 pm - 7:30 pm

#### Networking Reception

Experience southern hospitality at its best while dining and networking with fellow supply chain members.

### Friday, March 23

7:30 am - 8:25 am

#### Continental Breakfast

Take this time to get energized for the big day ahead!

8:30 am - 10:00 am

#### Opening General Session:

"Passion Branding: How to Wow and Win the Love of Your Customers"

Kate Newlin, Principal, Kate Newlin Consulting Author, *Shoppportunity!: How to Be a Retail Revolutionary*.

Can consumers actually fall in love with a brand? Kate Newlin will discuss what drives customers to seek out certain brands above all others. What makes a "passion" brand sizzle? Don't miss this lively session, designed to hit the epicenter of your target customer.

10:00 am - 10:20 am

#### Refreshment Break

10:30 am - 11:35 am

#### Insight Forum

Foodservice and retail experts will lead interactive group discussions in response to the opening session. Each group will be encouraged to come up with questions for the speaker for the Speaker Reconvene that follows.

11:45 am - 12:15 pm

#### Speaker Reconvene

Attendees will have the opportunity to ask questions of the general session speaker.

12:15 pm - 1:45 pm

#### Networking Lunch

Take advantage of another networking opportunity during lunch.

1:50 pm - 3:15 pm

#### Feature Session:

"Marketing to Moms & Kids: The Trillion-Dollar Segments" Maria Bailey, President, BSM Media Author, *Trillion Dollar Moms: Marketing to a New Generation of Mothers*

Moms in America spend \$1.6 trillion a year. Do you know what this savvy spender is thinking? What she's really looking for? What captivates her kids? Maria Bailey will open your eyes to the

evolving generational mom and how you can capture her attention—not to mention her purchasing power.

3:15 pm - 3:35 pm

#### Refreshment Break

3:40 pm - 4:45 pm

#### Insight Forum

Group discussions of Marketing to Moms and Kids.

### Saturday, March 24

8:00 am - 8:50 am

#### Continental Breakfast

9:00 am - 10:15 am

#### Feature Session:

"Targeting the Top: How to Appeal to the Affluent"

Todd Hale

Senior Vice President, Consumer & Shopper Insights, ACNielsen; Ernie Paicopolos, Principal, Opinion Dynamics Corporation

This session will focus on how food marketers and retailers can appeal to this critical affluent segment and what we can learn from their shopping behaviors that will cue us into what is important to them when making food choices involving produce.

10:15 am - 10:35 am

#### Refreshment Break

10:40 am - 11:40 am

#### Insight Forum

11:45 am - 1:45 pm

#### Lunch General Session:

"Bringing it All Together and Turning New Ideas into Gold"

Kevin O'Connor, CSP, Corporate Consultant Kevin E. O'Connor and Associates

After participating in the entire conference, Kevin O'Connor will provide a conference highlights summary and help attendees connect-the-dots between passion branding and the needs and wants of moms, kids and the affluent customer.

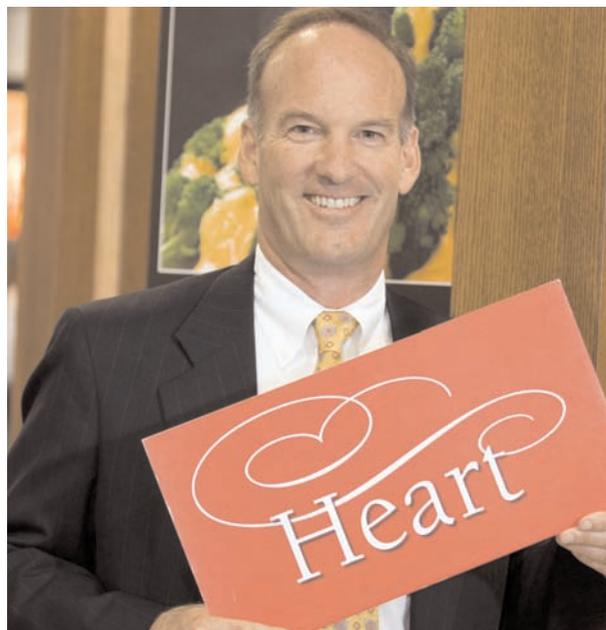
Visit [www.pma.com/psc](http://www.pma.com/psc) to register today.



## Consumer Trends '07 is for You, the Heart & Soul of the Industry.

Consumer Trends '07 is only one way PMA provides the industry with year-round value.

From information, to research, to a strong voice on regulatory issues, PMA supports you every step of the way. To become a member and to learn more, visit [www.pma.com/membership](http://www.pma.com/membership)



### 2007 Registration Information & Costs

On or before February 9, 2007			After February 9, 2007	
	PMA Member	Non-Member	PMA Member	Non-Member
Single	\$985	\$1,970	\$1,105	\$2,210
Multi*	\$935	\$1,870	\$1,055	\$2,110

### Special Pricing for Retailers and Foodservice Operators!

On or before February 9, 2007			After February 9, 2007	
	PMA Member	Non-Member	PMA Member	Non-Member
Single	\$495	\$595	\$495	\$595
Multi*	\$420	\$520	\$420	\$520

\*Cost per person for two or more attendees from the same company submitted at the same time.

### Hotel Reservations

To receive the negotiated group rate, you must make your reservations through the official PMA Housing Office.

Visit [www.pma.com/psc/hotel.cfm](http://www.pma.com/psc/hotel.cfm) for more information and to reserve rooms online.

### Official Conference Hotel

#### The Westin Charlotte

601 South College Street  
Charlotte, North Carolina, USA. 28202

\$159+ 15.5% tax for single/double room

#### Suites

Suites are booked upon request through the PMA Housing Office and are based on hotel availability.

### 3 Ways to register:

Register online at:  
[www.pma.com/psc](http://www.pma.com/psc)

Fax: +1 (302) 738-6685

Mail or fax the registration to PMA with payment to:

Solution Center  
Produce Marketing Association  
P.O. Box 6036  
Newark, DE 19714-6036 USA

Visit [www.pma.com/psc](http://www.pma.com/psc) to register today.