

MEMBER BENEFITS GUIDE



A guide to
365 days of value
for you and
your colleagues.



As your association, it's PMA's job to help you make connections with the right people, information, tools and insights that grow your business and make you more profitable.

Welcome to PMA.



Cathy Burns
President

As a PMA member, you are part of a professional community that spans the entire global produce and floral supply chain—giving you year-round access to industry experts in food safety and technology, global trends, supply chain efficiencies, talent development and more.

Additionally, through your membership, you have unlimited access to pma.com. This 24/7 information portal keeps you up to date on trends, technologies and important issues impacting your business and our industry.

Like any business investment, the more you use your PMA membership, the greater your ROI. We encourage you to make the most of your PMA membership by:

- Connecting to your fellow members through our online member directory
- Volunteering with PMA to help drive industry initiatives and meet new contacts
- Participating in our many networking and educational events
- Tapping into the deep knowledge and expertise of our staff

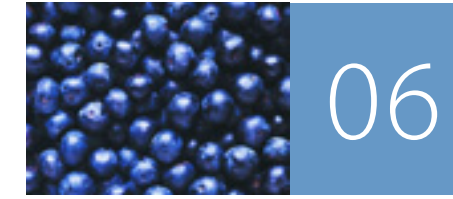
PMA is your home for valuable connections, relevant information and access to innovative products, solutions and technologies. Together, let's build the supply chain of the future and drive demand for the products you grow, ship and sell.

Contents



Let's grow

Who we are. What we do.



Membership at-a-glance

Your PMA community at your fingertips.



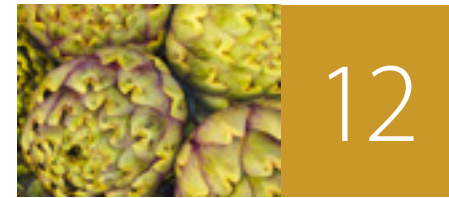
Build industry contacts

Our relationships run deep.



Stay informed

Resources that support and enlighten.



Give back

Profit from participation.



Build your brand

Advertising and sponsorship.



Center for Growing Talent by PMA

Educating, inspiring and leading industry talent.



Make business bloom

Access to floral resources.



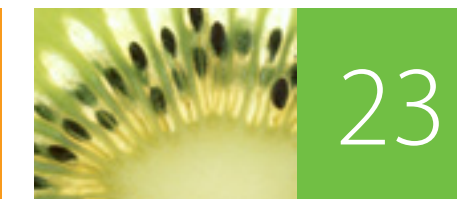
Realize ROI

7 tips for new members.



Get answers

Top 5 member FAQs.



Join our community

Join or renew your membership.

Let's grow

Who we are. What we do.

You are a vital member of a thriving, ever-changing industry.

We are a global network at your fingertips, a partner that can help you grow, prosper and increase global consumption of fresh produce and floral.

It is our hope that you come to rely on PMA and Center for Growing Talent by PMA as your 24/7/365-day-a-year resource, fulfilling our commitment to help you make the connections that you need to succeed in today's complex global economy. Your membership bridges counties, countries, oceans and hemispheres, opens doors to the latest food science and technology, nurtures talent and spearheads issues leadership.

By working together we will maintain a strong, sustainable industry as we move our businesses forward into the future. It is our pleasure to assist you, every step of the way.



PMA's Mission

To connect, inform and deliver industry solutions that enhance members' prosperity.

Center for Growing Talent by PMA's Mission

To attract, develop and retain talent for the global produce and floral industry.

Our Vision

PMA and Center for Growing Talent by PMA will educate, inspire and lead the produce and floral community worldwide.

Our four key value areas are aligned with your current and future needs:

GLOBAL CONNECTIONS



We're growing our community in the U.S. and around the world, connecting you to more opportunities to increase your business. We're linking you to new contacts, new markets and the business and consumer trends and insights you need, whether you are in Salinas or Sydney, Santiago or Shanghai.

TAKE ADVANTAGE OF:

- Events & Conferences
- Global Consumer & Industry Trends
- Industry-Focused Education

INDUSTRY TALENT



Center for Growing Talent by PMA provides specialized leadership training for produce & floral industry leaders.

WE OFFER EVENTS, PROGRAMS AND RESOURCES TO:

- Support, enhance and enrich all stages of career growth
- Keep minds challenged, engaged and inspired

SCIENCE & TECHNOLOGY



We're working to translate innovations in science and technology into practical, "real-world" solutions you can apply to your business.

PMA OFFERS IN-HOUSE EXPERTISE ON:

- Food Safety Science & Regulations
- Crisis Management
- Supply Chain Efficiencies
- Sustainability
- Food Safety Detection Technologies
- Data Science
- Agricultural Input Management

ISSUES LEADERSHIP



Reaching stakeholders worldwide, to find solutions that shape the future.

AREAS OF FOCUS:

- Food Safety
- Outbreak Investigations
- Research Funding
- Nutrition
- Technology
- Sustainability
- Global Trade
- Environmental Contamination
- Crisis Management

Membership at-a-glance

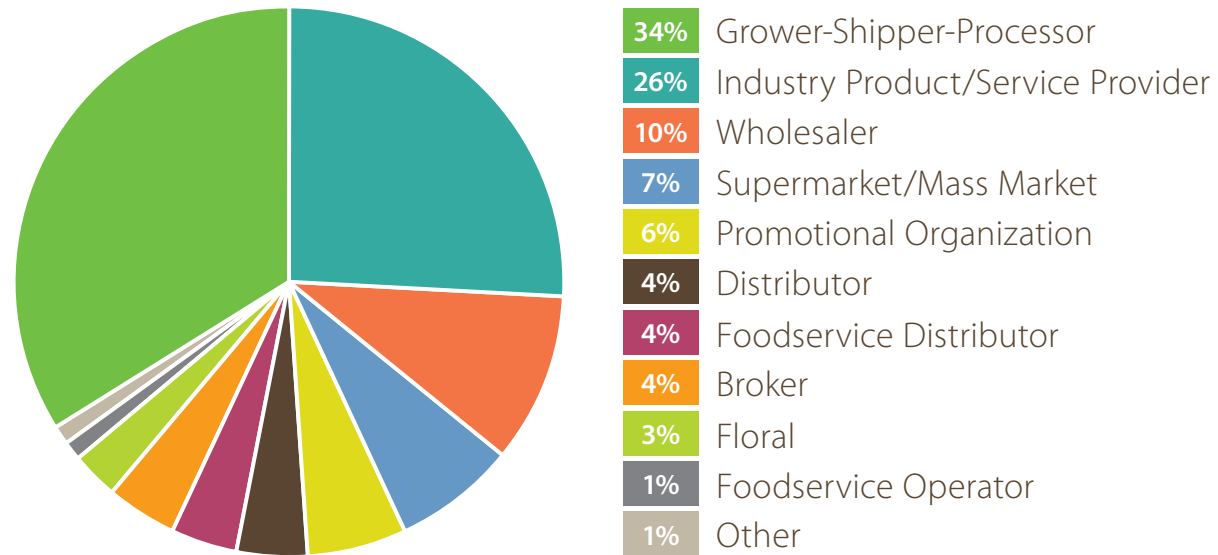
Your PMA community at your fingertips.

Small, family-owned businesses.
Massive, multinational companies.

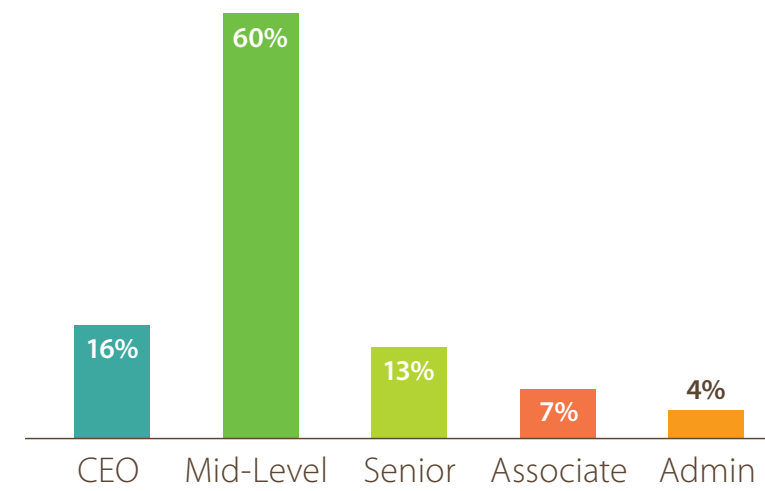
They all find a home, and value, at PMA. From perspectives on scientific advances and consumer trends to issues leadership, each of our members find connections to people, information, tools and insights that help their organizations thrive.



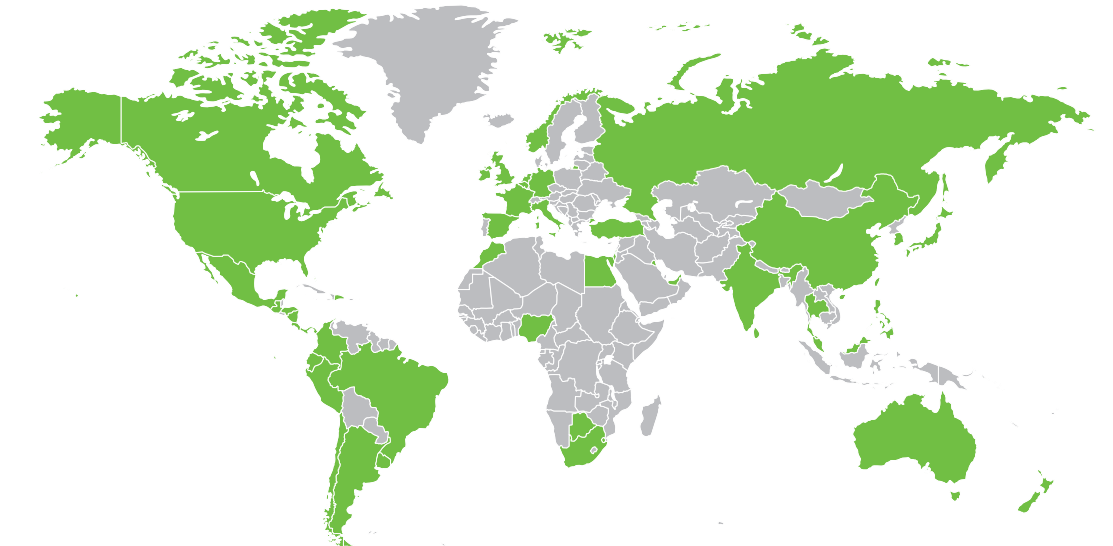
By Business



By Level



By Location



2,800 member companies

34,000 member contacts

6 continents

53 countries

In the produce and floral business, as in any business, *who* you know is often as important as *what* you know. As a PMA member, you have a unique opportunity to build a customized, global network of the people who can most impact your success.

= PMA membership

We believe that by sharing best practices and ideas across the globe, our industry will grow stronger and more innovative. Explore pma.com.

"Through PMA's global connections, we increased revenues 10 times. Now, we expect 25% year-over-year growth."

— Pablo Bórquez
Founder and CEO
Campos Bórquez (México)
Member since 2005

Build industry contacts

Our relationships run deep.

Buyers want to meet suppliers.

Suppliers want to meet buyers.

And everyone wants the same thing: to make the contacts who will make a difference. PMA's rich, varied offerings are specifically designed to enhance networking opportunities, inspire new connections and enrich relationships that have already been forged.



"It's a great, full-circle experience. Before attending Fresh Summit, I requested a customized contact list. I met folks in person. Then, I used the same list to follow-up afterward. Easy and productive."

— Walt Dasher
Vice President
G&R Farms (USA)
Member since 2009

GLOBAL EVENTS & PROGRAMS

Fresh Summit Convention & Expo

Every October, more than more than 19,000 buyers, suppliers and service providers from across the global produce and floral industry join to learn how to anticipate change, identify emerging trends and profit from new opportunities. With more than more than 3,300 buyers and 1,000 exhibitors, Fresh Summit has become the industry's "must-attend" event. To learn more, visit freshsummit.com.

Foodservice Conference & Expo

More than 1,800 attendees and 160 exhibitors, representing the entire supply chain, gather at the PMA Foodservice Conference & Expo to create partnerships, meet future talent and gather insights into the latest trends and issues facing the foodservice industry.

It's truly a unique opportunity for foodservice professionals to reconnect with each other and learn about the latest innovations in technology, products and services. For details, visit pma.com/foodservice.

Fresh Connections & Other Global Events

As a global organization, we host events close to where our members live and work. That's why it's not uncommon to see Fresh Connections events in the United States, Australia-New Zealand, Brazil, South Africa and China. Find an event near you, visit pma.com/events.

Tech Knowledge

Held annually in May, more than 200 global leaders take advantage of innovative displays and lectures to learn about new technologies and how to apply them to address a range of current and emerging business challenges. To learn more, visit pma.com/events/tech-knowledge.

Center for Produce Safety Research Symposium

Co-founded by PMA, the Center for Produce Safety (CPS) is a collaborative partnership leveraging the combined expertise of industry, government, scientific and academic communities, to focus on research needed to continually enhance food safety.

Research findings presented at the CPS Research Symposium offer real-world solutions based on the latest in food safety practices, as well as harvest and post-harvest handling. To learn more, visit centerforproducesafety.org.

Center for Growing Talent by PMA programs & events

Center for Growing Talent by PMA delivers industry-specific solutions across the career continuum, throughout the supply chain, to help build individual careers and advance the right talent to grow your business.

See chart on page 16 to determine which programs are most relevant to you.

Global membership directory

There's no better way to find prospects, or have them find you, than through our online Global Membership Directory.

Use this comprehensive resource to develop new partnerships. Connect with others in your country, in countries where you would like to expand your business and with those who share your industry interests.

Search by name, business type, commodity, geographic location, keyword and more.

Customizable contact lists

Our customizable contact lists are one of our most frequently requested member tools. PMA's knowledgeable staff can connect you with the prospects and potential partners you need to build your business.

Linking with companies across the supply chain and around the world becomes both easy and fast. This valuable tool is available exclusively to PMA members.

Contact the PMA Member Relations team at +1 (302) 738-7100 for assistance.

Event registration lists

We've taken the guesswork out of networking. With our event registration lists, it's easy to connect with Center for Growing Talent by PMA event and program attendees: buyers, sellers, owners, managers and virtually all decision makers in the industry, before and after an event or program.

Virtual networking

We are where you are. Connect with PMA members across the supply chain on Facebook, Twitter, LinkedIn and more.



→ For a full listing of PMA and Center for Growing Talent by PMA programs and events, visit pma.com/events.

Stay informed

Resources that support and enlighten.

While we're tied together by industry, our members' needs are varied and specific.

That's why we offer a comprehensive list of custom resources to support, inform and enlighten, regardless of where you fall on the supply chain.



"When we faced a critical recall decision, PMA did some research and connected us to the exact people within the FDA to help us. In a matter of hours we had the answers we needed to maintain consumer confidence and buyer trust. PMA's connections saved the day."

—Kevin Donovan
National Sales Manager
Phillips Mushroom Farms (USA)
Member since 1980

fresh Magazine

More than 18,000 readers rely on *fresh* Magazine for information and insights. Our annual issue (delivered in both print and digital formats) offers concise, data-packed articles covering the latest influences on the global fresh produce and floral industries. Highlighting perspectives from our industry and others, *fresh* keeps you up to date on innovative people and companies, hot topics, best practices, consumer trends, advances in science and technology and more.

pma.com & GrowingTalentbypma.org

One of the greatest assets PMA members have at their disposal are our dynamic websites, packed with resources built on PMA's four pillars. Make global connections, stay on top of the most advanced science and technology, explore industry talent and nurture leadership by making visits to pma.com and GrowingTalentbypma.org part of your routine.

Digital newsletters

PMA SMARTBRIEF

This free service features summaries of the day's most important headlines, selected from hundreds of global business and industry publications, to keep you abreast of the latest news in the global produce and floral industry.

To become a subscriber to *PMA SmartBrief* visit smartbrief.com/pma. *PMA SmartBrief* will arrive as an email every weekday. You can unsubscribe at any time.

Fresh Picks

This e-newsletter offers insight on relevant PMA news, initiatives and value. Your subscription is automatically included in your membership.

Global connections

GLOBAL CONSUMER & INDUSTRY RESEARCH

Learn how consumer perceptions, attitudes and behaviors will impact your business.

Enjoy free access to statistics, trends and industry reports that will keep you competitive in today's fast-paced, global marketplace.

Custom research requests

Exclusive to members, you can depend on PMA to help you:

- Gather the latest global market and consumer research
- Provide benchmarking information
- Access global economic and government data

Call **+1 (302) 738-7100** for assistance.

Science & technology

SCIENCE AND TECHNOLOGY RESOURCES

PMA's Science and Technology team is the leading source on established and emerging technologies that can help you gain efficiencies, track and control inventory and save money. We're your go-to resource for:

- Food safety guidance and new technologies
- Data standards and synchronization
- Product identification standards
- Data science
- Agricultural input management
- Traceability
- E-commerce

Review the latest science and technology at pma.com.

FOOD SAFETY RESEARCH AND RESOURCES

Find the tools and technologies critical to safeguarding your products and customers. From technical food safety white papers to executive-level overviews, we have real-world answers to your food safety questions. PMA is also your go-to resource for crisis management expertise. Should a crisis arise, our Science & Technology Team will offer one-on-one guidance and recommendations. Reach us at **+1 (302) 738-7100**.

CENTER FOR PRODUCE SAFETY (CPS)

PMA has proudly contributed more than \$3 million to support the Center for Produce Safety (CPS) at the University of California, Davis. CPS is focused on aggressive research, training and outreach to reduce the risk factors of foodborne illness in produce. The year's research results are shared at the Center for Produce Safety Research Symposium and distilled by PMA into actionable business solutions.

Industry talent

Center for Growing Talent by PMA, the charitable arm of PMA, is a catalyst for attracting, developing, and retaining talent for the produce and floral industry. Visit GrowingTalentbypma.org to discover education programs and networking events designed for every phase of your career.

Give back

Profit from participation.

In produce, in floral, in membership—the more you put in, the more you get out.

We invite you to explore the many ways we can enrich your member experience, while simultaneously benefiting your career and organization.



Inspire future talent

Share your professional experience with our industry's future talent. Become a mentor, resource person, and/or an on-campus classroom speaker for students interested in learning more about a career in the fresh produce and floral industry. Sign up today; guidance and materials will be provided by staff from the Center for Growing Talent by PMA.

Volunteer

When you devote your time and talents to PMA and Center for Growing Talent by PMA, we all prosper. Volunteering is your opportunity to connect with industry peers, identify solutions and craft strategies that will move our industry forward. Our Board of Directors and committees focus on strategy and implementation to keep our work and funds prioritized to meet member needs. Our volunteers enjoy personal and professional growth opportunities, as well as brand recognition for their places of employment.



To learn how to volunteer, visit pma.com/members/volunteer or call the Volunteer Leadership team at **+1 (302) 738-7100**.

Gold Circle: The campaign for food safety

PMA's Gold Circle Campaign for Food Safety funds critical programs and initiatives that use research to proactively prevent the disastrous ramifications of a food safety outbreak. This important work is crucial for your business, our industry and the global community at large.

This is a unique opportunity, available only to PMA members. For an annual pledge of \$1,000 (just \$19/week), you'll receive a package worth more than \$4,000 in exclusive supporter benefits. Visit pma.com/goldcircle to learn more or become a supporter.

Invest in our Industry's Talent

It is through the generous contributions of members just like you that Center for Growing Talent by PMA, the charitable arm of PMA, is able to further its mission to attract, develop and retain talent. Our variety of contributor recognition programs allow us to say "thank you" and honor those who have demonstrated their commitment to ensuring a stronger, smarter global supply chain for generations to come.

To learn more or to become a supporter, please visit GrowingTalentbypma.org.

"Being a PMA volunteer is well worth the time and energy. Not only are you able to network and make valuable business relationships, but it is very gratifying to give back to such a great industry."

—Jacquie Ediger
Vice President
Pro Citrus Network, Inc. (USA)
Member since 2005

Build your brand

Advertising and sponsorship.

A variety of opportunities exist to leverage a membership base of thousands.

Imagine: all those eyes on your brand and your message, at exactly the right time, at exactly the right place.



Advertising

fresh Magazine

Jumpstart your profits by showcasing your product or service in *fresh* Magazine. This publication addresses current issues affecting the produce and floral industry. Each issue highlights innovative people and companies, best practices, consumer trends and game-changing science and technological advances. Here is your chance to advertise and reach over 18,000 online readers from more than 2,800 PMA member companies, across all segments of the global supply chain.

➔ To learn more about *fresh* Magazine's affordable, customized advertising packages, visit pma.com or call our Business Development team at **+ 1 (302) 738-7100**.

PMA SMARTBRIEF

This daily e-news brief delivers relevant and timely news stories about the produce and floral industry. To save time, stay up to date and become more effective at their jobs, PMA members and other industry professionals depend on *PMA SmartBrief's* free summaries of the day's most important headlines, selected from hundreds of global business and industry publications. Now you can reach these readers on a daily basis by advertising or placing a press release.

➔ For more information on advertising to an audience of B2B decision makers, email sales@smartbrief.com.

Events/programs

Gain brand recognition and visibility affordably by sponsoring the PMA and Center for Growing Talent by PMA event/program of your choice. We can help you customize a package for any of our programs and events.

JOIN eat brighter!™

PMA, Partnership for a Healthier America and Sesame Workshop have joined forces to create the eat brighter! movement, a royalty-free, licensing opportunity to include Sesame Street character images in your marketing plan and help to increase sales! We have collaborated to make eat brighter! affordable for all companies in the produce industry, regardless of size. Take advantage of this incredible opportunity today! Visit pma.com/eatbrighter to learn more.

"Our Business Development contacts continually help us create sponsorship packages that not only work within our budget, but effectively achieve our goals. We appreciate the attention and the work of the entire team. We'll be back for more."

— John Anderson
Chairman/President/CEO
The Oppenheimer Group (Canada)
Member since 2009

➔ To learn more, contact Business Development at **+ 1 (302) 738-7100**.

Attract, develop and retain talent

Growing the people across our industry.

Programs & events:	Designed exclusively for:	Attendees gain:
EXECUTIVE LEADERSHIP SYMPOSIUM	Senior executives who define and lead strategy in their organizations and affect change	Global perspective, actionable strategies and new partnerships with peers in the industry
HIGH PERFORMANCE MANAGEMENT CONFERENCE	Mid-level leaders responsible for translating company business strategies into business results	Cutting-edge training in areas such as globalization, food safety, technology, team leadership and more
EMERGING LEADERS PROGRAM	Rising stars positioned to embrace increasing levels of responsibility and become ready for the challenges and opportunities that will accompany their future roles	Critical management, reasoning and leadership skills through real-world simulations, case studies, group exercises and discussions
WOMEN'S FRESH PERSPECTIVES • RECEPTION • LEADERSHIP BREAKFAST • CONFERENCE	Women in the produce and floral industry who seek career development and advancement	Access to a suite of programs cultivating women's potential through networking, education and leadership skills development
YOUNG PROFESSIONALS • NETWORKING • RECEPTION • WEBINAR SERIES	Industry professionals age 35 and younger	One-on-one access to industry experts providing networking opportunities and insights on general business practices and industry-related issues
CAREER PATHWAYS	Best and brightest university students	Mentoring, education, networking and access to industry-wide events
CAREER & BURSARY FAIRS	High school and university students in South Africa	Insights into career opportunities in commercial farming



The mission of Center for Growing Talent by PMA, a 501(c)(3) charitable organization, is to attract, develop and retain talent for the global produce and floral industry. For more information on our programs and events or how to make a gift, visit GrowingTalentbypma.org.



Invest in your company and in our industry's future.

Center for Growing Talent by PMA is committed to ensuring that your company and the industry, are able to hire the best talent, develop their skills and retain a quality workforce. This critical investment in people and in the industry's future depends on your support. Join other PMA members who have already committed to grow the people across our industry—make your contribution today.

"There's no question about it. Center for Growing Talent by PMA is vitally important to both the future of my company and our industry. Our employees who participate in their programs and events always grow from the experience. Year after year, these offerings directly impact our success."

—Jim Leimkuhler
President/Owner
Progressive Produce Corporation (USA)
Member since 1990
Contributor since 2006



For more details, visit GrowingTalentbypma.org.

Make business bloom

Access to floral resources.

Supermarket floral retailers and suppliers depend on PMA to develop benefits for the floral industry, provide a unified voice that influences industry issues and offer opportunities to deepen relationships within the supply chain.



Floral networking & events

Floral growers, suppliers, wholesalers and retailers all count themselves a vibrant part of our PMA family. Exciting, pioneering networking and floral-focused events allow you to connect with like-minded decision makers, industry leaders and innovators. Plus, the Floral Pavilion at PMA's annual Fresh Summit Convention & Expo offers a "can't-miss" opportunity to bolster relationships and showcase products. Visit, exhibit, meet and learn!

Research and resources

pma.com is your new, go-to resource for consumer, market and technology trends in the floral industry. The information available to our members is varied and vast. Plus, it's available to you every day and every night.



Find a strategic partner in PMA.
Visit **pma.com/floral.**



"We live in a world of constant change. When you join PMA, you connect with a future-focused, global floral community—one that is uniquely structured to help members identify trends and seize growth opportunities."

—Debora Coleman
Vice President, Floral
Albertsons/Safeway (USA)
Member since 1975

Realize ROI

7 tips for new members.

How to get the most from your PMA membership, right off the bat.

"I was worried I'd get lost as a new PMA member. That couldn't have been further from the truth. Everyone has gone out of their way to help me get the most value from my membership."

—Paul Boris
VP of Sales
Agritrade Farms, LLC (USA)
Member since 2013



1 Add all of your colleagues to your membership.

As a member, your entire staff can engage with PMA at no additional cost. Exposing all your key people to our industry's best practices exponentially increases the return on your investment.

2 Access the PMA Membership Directory.

Make connections immediately with PMA's global member base: buyers and sellers from more than 53 countries.

3 Request custom business contact lists.

Your PMA Member Relations team is ready to help you craft a list that meets your specific needs. Just give us a call at **+1 (302) 738-7100**.

4 Register for PMA and Center for Growing Talent by PMA programs and events.

Reduced rates and exclusive access to event registration lists mean you can connect to partners and colleagues before and after events.

5 Subscribe to PMA's digital newsletters and blogs.

Increase your competitiveness and enhance efficiencies with timely coverage of news, research and trends.

6 Volunteer.

Sharing your time and passion as a volunteer is a great way to connect with fellow industry leaders. The more actively engaged you are in our PMA community, the greater your return on investment. Contact our Volunteer Leadership team at **+ 1 (302) 738-7100**.

7 Become a PMA and Center for Growing Talent by PMA sponsor or advertiser.

Maximize your company's visibility and increase brand recognition with decision makers across the produce and floral supply chain.

➔ Visit **pma.com** or call **+1 (302) 738-7100** to get started!

Get answers Top 5 member FAQs.

*"Honest. Quick.
Knowledgeable.
I trust PMA to be
prepared to help me, no
matter the challenge."*

—Shaopeng Chen
President
Joyvio Group (China)
Member since 2013



Is PMA membership only for U.S. companies of a certain size?



No. We are a global organization with members located in more than 53 countries around the world. Our members range from large, multinational companies to small, family enterprises. And they represent the entire supply chain, industry and government agencies, regional and commodity associations and other influencers.



What is the length of membership?



Your membership is active for 12 months from the date your dues are received (retroactive to the 1st of the month).



How many people may access benefits from within my company?



All of them. There is no additional cost to have every member of your staff access PMA's benefits. Enroll as many individuals as you would like!



I want to make sure membership benefits get to key people in a variety of departments and locations throughout my organization. How do I enroll my colleagues in PMA programs and services?



Send a list of your staff, including individuals' contact information (title, address, phone, fax and email) to the PMA Solution Center at solutionctr@pma.com.



I'm not a member yet. How do I sign up?



Download a member application at pma.com/memberbenefits or call Member Relations at +1 (302) 738-7100.

Join our community Join or renew your membership.

If you're not currently a PMA member, hopefully you see the impressive value we can bring to your business.

If you're already a member, now would be a great time to renew. Take advantage of our programs and events. Leverage the year-round value of membership. Grow your network, your efficiencies and your business.



To ask a question:



Call:
+1 (302) 738-7100

To renew:



Visit:
pma.com/memberbenefits

To enroll:



Download an application at:
pma.com/memberbenefits



Send us your completed application via:



Email:
solutionctr@pma.com

OR



Fax:
+1 (302) 731-2409

OR



Mail:
Produce Marketing Association (PMA)
P.O. Box 6036
Newark, DE 19714-6036
USA

"Being a member of PMA is like having an extended team of experts working on many facets of our business. The value we have experienced in our membership has been a key contributor to our success."

—Russ Mounce
VP Produce & Floral
Sam's Wholesale Club (USA)
Member since 1990

Got a question that didn't make the Top 5? Give us a call at **+1 (302) 738-7100** or email us at solutionctr@pma.com.



Let's build connections to experts, ideas, trends and talent. Create demand for what you grow, ship and sell. Appeal to consumers. Inspire better lifestyles. Tell *our* story. Together, let's increase consumption. **Let's grow.**



A guide to
365 days of value
for you and
your colleagues.