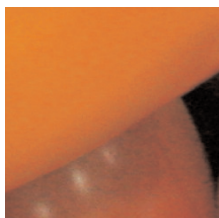
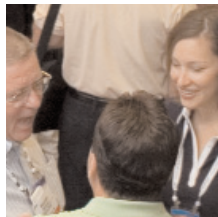
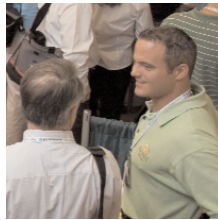


PMA FRESH CONNECTIONS CONFERENCE

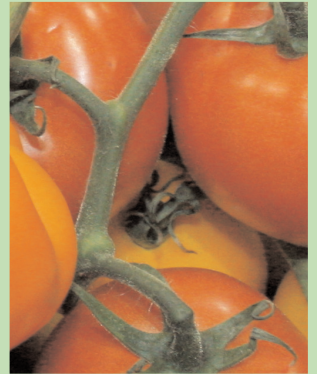
NETWORKING + KNOWLEDGE = COMPETITIVE ADVANTAGE

AUGUST 2-3, 2007 SYDNEY, AUSTRALIA



Fresh Connections To Knowledge & Networks.

THE PRODUCE MARKETING ASSOCIATION (PMA) INVITES YOU TO NETWORK, LEARN, AND ENHANCE YOUR COMPETITIVE POSITION AS GROWERS, EXPORTERS, IMPORTERS, DISTRIBUTORS, WHOLESALERS, RETAILERS, SUPPLIERS, AND SERVICE PROVIDERS IN THE FRESH PRODUCE INDUSTRY.



Joining the keynote speakers are panellists drawn from different areas of the Australian and New Zealand fresh produce industries:

Nancy Tucker

**Vice President, Global Business Development,
Produce Marketing Association**



Nancy Tucker, Vice President, Global Business Development, Produce Marketing Association, Newark, DE, USA. Ms. Tucker works to increase PMA's global membership and business opportunities. She has also managed the communications, marketing, membership, training, and nutrition education departments of PMA.

This expertise has been used to foster global business opportunities for companies in the fresh produce industry; promote 5 A Day programs around the world, and train association staff in many countries.

Keynote SPEAKERS

Dr. Thomas Reardon

**Professor, Dept. of Agricultural Economics
Michigan State University**



Dr. Thomas Reardon, Professor, Department of Agricultural Economics, Michigan State University, East Lansing, MI, USA. Dr. Reardon has extensive experience living in and studying retail development in emerging markets across the globe. With special emphasis on the fruit and vegetable industry, his work has focused on modern retail procurement and its effect on supply chains, globalization of the food industry, the rise of private food safety and quality standards, international joint ventures, and more.

William Schuler

**President & CEO,
Castellini Group of Companies**



William Schuler, President & CEO, Castellini Group of Companies, Newport, KY, U.S.A. Mr. Schuler joined the Castellini Group of Companies in 1985 as Chief Financial Officer. In 1995, he became President and COO and in 1998 became the President and CEO.

A member of PMA's Board of Directors and its Executive Committee, Mr. Schuler has served on the organization's Transportation Task Force and Retail Division Board. He has also been a speaker, panelist and moderator at various industry events.

DATE:
Friday 3 August 2007

TIME:
8.30a.m. to 4.15p.m.

LOCATION:
Darling Harbour, Sydney

Participate in this outstanding event, with international speakers and panelists drawn from PMA's Australian and New Zealand membership. Learn how they and other businesses are responding to on-going developments in the fresh produce operating environment.

THURSDAY 2 AUGUST

6.00p.m. to 8.00p.m.

PMA Fresh Connections Conference Welcome Reception,
Star Room, IMAX Theatre, Darling Harbour

FRIDAY 3 AUGUST

PMA Fresh Connections Conference, Dockside, Darling Harbour

7.45 a.m. Registration & Coffee

8.30 a.m. Welcome & Introductions

9:00 a.m. Global Supermarket Growth & Development

Speaker: Dr. Thomas Reardon, Professor,

Department of Agricultural Economics,

Michigan State University, East Lansing, MI, USA

The exploding growth of supermarkets in emerging markets such as Latin America, Asia, and Eastern Europe bring significant changes, challenges, and opportunities. This session will explore what is driving this surge, how procurement systems are changing, and the implications for retailers, producers, and wholesalers. Through this session you will learn:

- Where supermarkets are expanding and what factors contribute to this growth
- How procurement systems are changing and the opportunities this brings
- Strategic implications and opportunities along the supply chain

FRIDAY 3 AUGUST CONTINTUED

10.15 a.m. Networking Break

10.45 a.m. Speaker Panel and Questions

Local industry leaders will examine the implications of Dr. Reardon's presentation to the Australian and New Zealand markets. Audience participation will be welcomed.

Noon Networking lunch

1:30 p.m. Global Trends in Consolidation

Speakers: William Schuler, President & CEO,

Castellini Group of Companies, Newport, KY, U.S.A. and

Nancy Tucker, Vice President, Global Business Development, Produce Marketing Association, Newark, DE, USA

This session will look at global trends in both horizontal and vertical consolidation. What is happening? What are the implications? Come learn about this trend and discuss the impact on the entire supply chain.

Through this session you will:

- Better understand trends in global consolidation
- Examine the practical implications and impact of these trends
- Discuss the impact of these trends in the regional market of Australia/New Zealand

2:30 p.m. Networking Break

3:00 p.m. Speaker Panel and Questions

Local industry leaders will examine how the global trends in consolidation impact the Australian and New Zealand markets. Hear what is driving local developments. Audience participation will be welcomed.

4:00 p.m. Conference Summary and Closing Comments

4:15 p.m. Conference Adjourns



PMA MEMBER \$249 + GST=\$273.90

NON-MEMBER \$375 + GST=\$412.50

NOT A MEMBER? JOIN PMA AND SAVE!
VISIT www.pma.com/membership

TOTAL COST (inc GST) A\$

REGISTRATION

Mr/Mrs/Ms/Other

First Name

Surname

Position

Organisation

Postal address

State Postcode

Tel (bus)

Fax

Email

Special needs (i.e. physical challenges, dietary restrictions).

PMA Member Non-Member

Payment in A\$ must accompany registration.

Please enclose a cheque made payable to PMA Fresh Connections Conference drawn on Australian banks only or include credit card details.

Mastercard Visa

Card Number

Cardholder Name

Signature Expiry date / /

No refunds can be made for cancellations after 23 July, however substitute delegates are welcome. All registrations will be acknowledged on receipt and a tax invoice provided at the event.

SENDING IN YOUR REGISTRATION

Fax (Credit Card payments only):
02 9744 8722
Mail (Credit Card or Cheque):
PMA Fresh Connections Conference
PO Box 80, Croydon NSW 2132

FOR FURTHER INQUIRIES:

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Email: john@producemarketing.com.au