

# PMA Fresh Summit 2019 Highlights

**T**he California Avocado Commission (CAC) exhibited at the Produce Marketing Association (PMA) Fresh Summit Expo on October 18 and 19. At the event, CAC wrapped up the celebration of its 40-year anniversary and kicked off its next 40 years of groundbreaking avocado marketing, showcasing innovation, creativity and focused customer service. Commission representatives met with retailers, industry stakeholders, retail dietitians, educators and the media at the event with the goal of building awareness of the competitive advantages of California avocados and communicating information about the 2020 California avocado season expectations and marketing support. Here are some highlights:



*A big highlight of CAC's Fresh Summit Experience was Jan DeLyser moderating the discussion with Queen Latifah at the Women's Fresh Perspectives breakfast.*

*From left, Ellen Koteff of Produce Business magazine with CAC Vice President Marketing Jan DeLyser, Chairman John Lamb and President Tom Bellamore in front of the CAC 40<sup>th</sup> Anniversary photo backdrop.*



*CAC representative Dave Anderson discussed the 2020 California avocado crop with retailers and industry stakeholders in the booth.*



Gelson's John Ishii, center, with Zac Benedict and David Cruz of the California Avocado Commission. A professional photographer took pictures that booth guests could keep as mementos.

Michael Schutt of Raley's enjoyed California avocado refreshments as he chatted with CAC representatives David Cruz and Carolyn Becker.



Jan DeLyser and Carolyn Becker met with Catherine Cowan and Marc Ames from Kroger.



CAC's Angela Fraser educated retail dietitians about California avocados in the booth's second-story conference area as part of the Commission's sponsorship of the Produce for Better Health Foundation Education 2Action Retail Dietitian Summit.



Chairman John Lamb and Jan DeLyser in front of a CAC "photo wall" where attendees could take selfies.



Maggie Hanna from The Produce News interviewed Jan DeLyser for a PMA Fresh Summit 2019 highlight video.