

Empire State Produce Expo 2013

PMA Public Affairs Update

Kathy Means, PMA Vice President of Government Relations and Public Affairs

302-738-7100, kmeans@pma.com

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The fresh produce industry comprises a complex, integrated supply chain. As if the vagaries of weather and pricing were not enough, produce businesses have to deal with government laws and regulations. Some are a boon to the industry, such as those that advocate greater consumption of produce. Some impose rules that are burdensome to business. Sometimes government simply is unresponsive or doesn't go far enough.

This session will review some of the top issues facing our industry today and provide resources you can use to engage and influence the rules that will govern your businesses. Learn the latest:

Proposed food safety rules from FDA

- Who and what is covered
- What FDA is considering
- How you can help shape the rules that will govern your business for years to come

Immigration reform and other labor issues

- The outlook for real reform post-election
- Who our allies are
- How you can become engaged

The outlook for the Farm Bill

- What is covered under the extension of the prior farm bill
- Benefits to you from a new multi-year farm bill
- Opportunities to move this forward

Sustainability, local, and organic

- Trends, fads, or here to stay
- Consumer attitudes
- Efforts to ease reporting burdens on growers

Consumer trends and the importance of strong connections to consumers

- Consumer trends
- The changing face of produce marketing
- Connecting to consumers to boost sales

In addition to learning the latest, we'll take time to talk about the particular relevance of these issues to New York state producers.