

14th Annual

Produce Alliance

NATIONAL CONFERENCE

MARCH 13TH - 17TH, 2017

Inspiring
GROWTH

PRODUCING
Partnerships

The Ritz Carlton

VEGETABLES

& Fruit

Growers



MEMBERS

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WARM WELCOME LAKEHOUSE BARBEQUE



GENERAL SESSION

**PRODUCING PARTNERSHIPS = COMMUNICATION +
RELATIONSHIPS + UNDERSTANDING THE CUSTOMER =
GROWTH FOR ALL!**

CEO George Melshenker, kicked off the general session by speaking about changes in the industry and the evolution of Produce Alliance. He shared that PA is looking less at what our competition is doing and more about how we can be the best we can be and how we can drive the industry forward through innovation.

EVP of Distribution and Business Development, Joe Collier, introduced and presented our new PA Member Graceway Foods. We are proud to welcome them to the PA family!

EVP of Sales & Operations, Melissa Melshenker Ackerman, took the podium and shared with the group the significant growth Produce Alliance has had in the past twelve months.

- **Number of Concepts** increased from **105 to 123**
- **Number of Locations** grew from 7,951 to 9,063 for a total of **1,112 new locations**
- **Number of Cases Sold Through the Pipeline** increased by **2,485,602** cases this year
- **Number of Total Sales** increased by a total of **\$43,563,454** from \$304,076,000 to \$347,639,454
- **Number of Distributors PA Provided New Business** increased from **39 to 44**



Brittany Dobslaf, Director of Client Services, reviewed the evolution of the CAM (Customer Account Manager) role. She shared the positive growth and new business that has been brought to PA. The CAM evolution is reflective of the growth we have seen, and a move to build an even better team that continues to provide the best customer service and support. Then Brittany introduced our “Thank You” video where she surveyed the PA team to identify some of the best practices and lasting impressions.

The panel portion of our session was turned over to PA Member Distributors where we asked them to participate in an open dialogue. During both panels the Distributors were asked to answer questions regarding “Communication, Relationships, and Understanding the Customer.” The open dialogue and team discussions with the room gave a new perspective on understanding the evolution of the industry in 2017.

TITLE & PLATINUM ROUNDTABLE



TITLE & PLATINUM APPRECIATION DINNER

Title and Platinum sponsors joined Produce Alliance and our PA Members for a fantastic evening at the Sandy Creek Barn. Many thanks to our Title sponsor, GreenGate Fresh and Platinum sponsors, Pleasant Valley Potato, Bolthouse, Champion Produce, Church Brothers, D'Arrigo Brothers, Driscoll's, Mann Packing and Growers Express, who provided fresh produce for the evening's canapés and specialty cocktails. Chef Chris Heath, Executive Chef of The Ritz-Carlton Reynolds, Lake Oconee, and PA Corporate Chef Stephanie Goldfarb did a beautiful job showcasing this year's sponsors.



TITLE & PLATINUM SPONSOR APPRECIATION DINNER FEATURES



GREENGATE

Mini sweet potato, mozzarella, tomato and arugula sandwiches + arugula aioli & Lamb meatballs with arugula/mint salsa verde and labneh



PLEASANT VALLEY POTATO

Sea salt braised fingerling potato, smoked trout, lemon crème fraiche canapé



DRISCOLL'S

Chicken Liver Pate Canapé on Country Toast with Black and Blueberry Mostarda



CHAMPION PRODUCE

Caramelized sweet onion tart with herbed goat cheese



BOLTHOUSE

Tuna tar tar, crispy wonton, kimchee pickled carrot and daikon relish canapé



MANN PACKING

Smoked Chicken and Bacon Caesar Canapé on Romacrunch



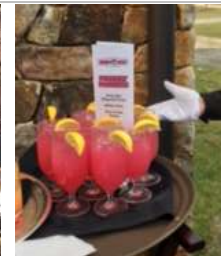
CHURCH BROTHERS

Kale pesto pizza canapé with roasted tomato, spicy squash, boursin cheese, and balsamic sorghum



GROWERS EXPRESS

Cauliflower crumbled fried rice blend croquette with roasted garlic aioli & Sweet potato and cauliflower couscous canapé with dried fruit, almond, labna, flat bread



D'ARRIGO BROS.

Andy Boy Purple Puree, Don Julio Blanco, triple sec, sour mix & Andy Boy Sunset Puree, Grey Goose L'Orange, St. Germain, orange juice & Andy Boy Magenta Puree, Malibu Run, Skyy Grape Vodka, sour mix

GOLD & SILVER ROUNDTABLE



FIRST ANNUAL JERRY AMBROGI CHARITY DINNER

This past year a very special member of the Produce Alliance community passed away. On March 15, 2017 the First Annual Jerry Ambrogi Charity Dinner was held at the Produce Alliance National Conference in order to take the time to remember and celebrate the incredible man he was. Those that spent time speaking to Jerry learned of his knowledge of produce, love for football, and tremendous heart. It was not until after his passing that we learned of the great impact that he made on his community and his philanthropic efforts.

Some of the causes near and dear to Jerry Ambrogi's heart were Make a Wish Foundation, Archmere Academy (his alma mater), and the Delaware Foundation Reaching Citizens (DFRC). For the First Annual Charity dinner we selected DFRC as the featured charity. We asked them to tell us what Jerry meant to them, and this was their response:

DFRC was the featured charity for the 2017 First Annual Jerry Ambrogi Charity Dinner. We asked them to tell us what Jerry meant to them and this was their response: For more than 20 years, Jerry Ambrogi was a pillar of love and commitment to the DFRC family, an organization whose mission is to raise funds and awareness for Delawareans with intellectual disABILITIES.

Whether it was as a 4-time coach for the DFRC Blue-Gold All Star Football Game, 6 years as the game's athletics chairperson, or 10 years as the game's senior advisor, Jerry's unwavering passion for the program's beneficiaries was an inspiration to all. As a result of his endless commitment to the cause, Jerry was selected by his coaching peers as head coach of DFRC's 50th anniversary game in 2005.

As a senior advisor to DFRC, Jerry continually offered valuable advice and guidance. He was a strong advocate of our Hand-In-Hand program, which matches game participants with children and young adults who have an intellectual disability, and supported that love very generously as a major donor throughout his 20 years with DFRC.

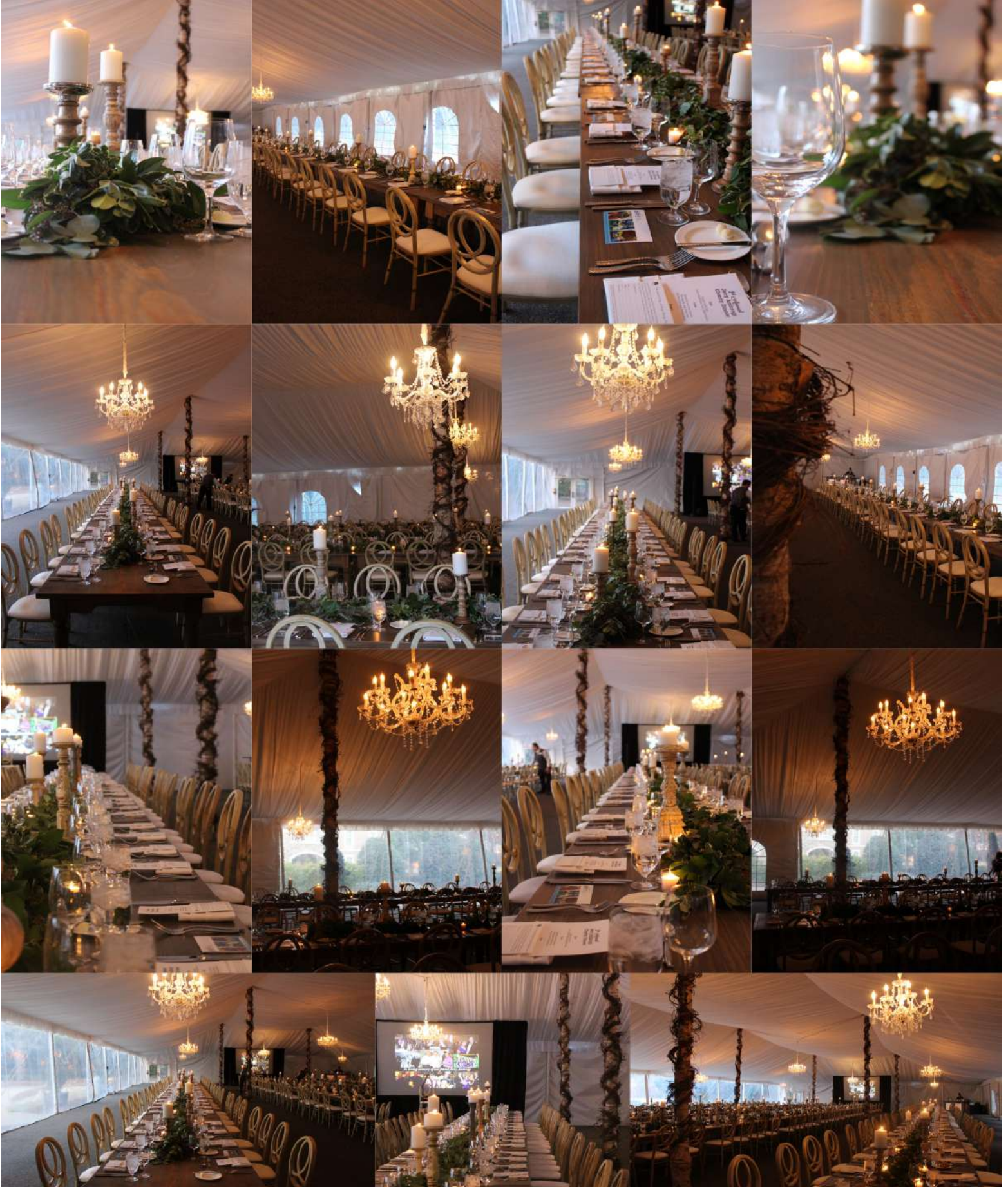
As many already know, Jerry had a smile that lit every room he entered and that sparkle was second only to his enormous heart, which he shared freely and unconditionally. The DFRC family lost one of our dearest and best friends when Jerry passed. His life touched literally thousands of people, young and old, and his legacy will live on in the hearts of all who knew and loved him.

In the philanthropic spirit that Jerry lived by, we at Produce Alliance would like to honor all the efforts and causes each one of you do for your communities. Moving forward this event will continue to evolve every year, but will continue to have the name "Jerry Ambrogi Charity Dinner" to honor this great man. To date there has been pledged over \$40,000 to DFRC from this event.

FIRST ANNUAL JERRY AMBROGI CHARITY DINNER: COCKTAIL



FIRST ANNUAL JERRY AMBROGI CHARITY DINNER: VENUE



FIRST ANNUAL JERRY AMBROGI CHARITY DINNER



A BIG THANK YOU TO OUR 2017 SPONSORS

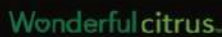
TITLE



PLATINUM



GOLD



SILVER



15TH ANNUAL 2018 PRODUCE ALLIANCE NATIONAL CONFERENCE

FOUR SEASONS HOTEL AUSTIN MARCH 26TH - 30TH, 2018



Four Seasons Hotel in downtown Austin boasts an unrivalled setting on the banks of Lady Bird Lake.