



Turn Your Marketing Into An **Awarding** Experience

Right now, and on through June 5, 2009, we're taking entries for the **21st Annual Marketing Excellence Awards Program**, presented by **PRODUCE BUSINESS**. The awards recognize excellence in marketing in each of five categories: retailers, restaurants, wholesalers, shippers and commodity organizations. Print, broadcast and other media are eligible to win.

To participate, send us the following:

1. Your name, company, address and phone.
2. Type of business.
3. Names and dates of promotion (must have taken place between June 1, 2008 and June 1, 2009).
4. Promotion objectives.
5. Description of promotion.
6. Promotion results (sales or traffic increases, media attention). What made this program a success?
7. All support materials used in the promotion – such as POP, ads, posters, TV commercials. High-res photos are requested.

2008 Marketing Excellence Award Winners

- California Giant Berry Farms • Colemans Food Centre
- Colorful Harvest, LLC
- Columbia Marketing International Corp. and Rainier Fruit Company
- Del Monte Fresh Produce, North America, Inc.
- Fresh Quest, Inc. • FreshSense, Inc.
- Gourmet Trading Company • Idaho Potato Commission
- Mann Packing Company, Inc.
- New York Apple Association, Inc., and T. Marzetti Company
- Ocean Mist Farms • Pear Bureau Northwest
- Sage Fruit Company • Stemilt Growers, Inc.
- Sunrise Growers, Inc. • Tanimura & Antle, Inc.
- The Oppenheimer Group and American Diabetes Association
- University of Massachusetts Amherst and the U.S. Highbush Blueberry Council
- Virginia-Carolinas Peanut Promotions

Send entries to:

PRODUCE BUSINESS MARKETING EXCELLENCE AWARDS

P.O. Box 810425 • Boca Raton, FL 33481-0425

Deadline for entries is June 5, 2009

For additional information, call: 561-994-1118, Ext. 101