

**DELAWARE DEPARTMENT OF AGRICULTURE**  
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**To: Newsroom Directors and Assignment Editors**



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**DDA Has Successful PMA Show in San Diego**

*Dover-* The 2006 Produce Marketing Association Show, “Fresh Summit 2006,” in San Diego, California ended last week, and Delaware farmers may begin seeing the rewards from the show during their 2007 produce season, according to the Delaware Department of Agriculture’s (DDA) Marketing team.

Held October 20-24, “Fresh Summit 2006” attracted more than 5,000 industry professionals including growers, shippers, retailers, processors, foodservice, suppliers, farmers and others. The show also set a new attendance record of more than 18,670 according to Bryan Silbermann, PMA president. Sussex County farmers Ellen and Danny Magee and Dosse Givens, Inc. attended the trade show with DDA. All agreed that the show was a huge success.

Ellen Magee said, “I was very pleased with the show. We were able to network with farmers and retailers from other states and were able to garner commitments from major retailers including Pathmark, Wal-Mart and Safeway for our crops next season.”

“This was the first produce show for the marketing team,” said Orlando Camp, DDA Marketing Manager. “The San Diego Convention Center provided a great venue for the Delaware Department of Agriculture to meet with other agriculture departments and major retailers to compare success stories and strategize for Delaware’s 2007 produce season. Everyone also had a great interest in our ‘*Grown Fresh with Care in Delaware*’ logo, which should begin appearing on fruits and vegetables sold in Delaware supermarkets next year.”

Agriculture Secretary Michael Scuse and Delaware Governor Ruth Ann Minner kicked off the new agricultural products marketing program in June. The program is an ongoing public awareness initiative designed to increase demand for Delaware grown agricultural products in all sectors. Delaware produces quality products and the public wants to know how to find it and where to buy it. According to Camp, “The new logo identifies our products and set us apart from the competition and will help us in future trade shows.”

The Produce Marketing Association (PMA), based in Newark, was founded in 1949 and is a not-for-profit global trade association serving over 2,100 members who market fresh

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fruits, vegetables, floral, and related products worldwide. Its members are involved in the production, distribution, retail, and foodservice sectors of the industry. PMA's core purpose is to sustain and enhance an environment that advances the marketing of produce and related products and services.

DDA wants to increase participation by Delaware producers in the "2007 Fresh Summit" that is scheduled for October 12-15, 2007 in Houston, Texas. Anyone interested in participating in the "2007 Fresh Summit" should contact Kelli Steele:

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