



2010 MARKETING EXCELLENCE AWARD WINNERS

- Avocados From Mexico
- California Giant Berry Farms
- Columbia Marketing International Corp.
- Dole Fresh Vegetables
- Earthbound Farm
- Idaho Potato Commission
- Litehouse Foods
- National Mango Board
- Ocean Mist Farms/Wegmans
- Pandol Brothers Inc.
- Tanimura & Antle
- University of Massachusetts
- Vidalia Onion Committee

TURN YOUR MARKETING INTO AN **AWARDING** EXPERIENCE

Right now, and on through June 3, 2011, we're taking entries for the **23rd Annual Marketing Excellence Awards Program**, presented by **PRODUCE BUSINESS**. The awards recognize excellence in marketing in each of six categories: retailers, restaurants, wholesalers, shippers, commodity organizations and service providers. Print, broadcast and other media are eligible to win.

To participate, send us the following for each entry:

1. Your name, company, address and phone.

2. Type of business.

3. Name and dates of promotion (must have taken place between June 1, 2010 and June 1, 2011).

4. Promotion objectives.

5. Description of promotion.

6. Promotion results (sales or traffic increases, media attention, etc.). What made this program a success?

7. All support materials used in the promotion – such as POP, ads, posters, TV commercials.

High-resolution images to illustrate the promotion are encouraged. (Please do not send any produce)

SEND ENTRIES TO:

PRODUCE BUSINESS MARKETING EXCELLENCE AWARDS

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

Deadline for entries is June 3, 2011

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