



2012 MARKETING EXCELLENCE AWARD WINNERS

- The Avocado Producers And Exporting Packers Association of Michoacan (APEAM)
- California Avocado Commission
- Columbia Marketing International Corp.
- Concord Foods
- Crunch Pac
- Idaho Potato Commission
- National Mango Board
- Network for a Healthy California/ Harvest of the Month
- Ocean Mist Farms
- Sage Fruit Co.
- Stemilt Growers LLC
- Sunkist Growers
- Sunlight International
- University of Massachusetts, Amherst
- Vidalia Onion Committee

TURN YOUR MARKETING INTO AN **AWARDING** EXPERIENCE

Right now, and on through June 7, 2013, we're taking entries for the **25th 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 allied service/product 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. Names and dates of promotion (must have taken place between June 1, 2012 and June 1, 2013).

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-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 7, 2013

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