



2013 MARKETING EXCELLENCE AWARD WINNERS

- Avocados from Mexico
- Awe Sum Organics
- California Avocado Commission
- Columbia Marketing International
- Concord Foods
- Idaho Potato Commission
- Mann Packing Company, Inc.
- National Mango Board
- Network for a Healthy California
- Ocean Mist Farms
- Sunkist Growers
- University of Massachusetts Amherst

TURN YOUR MARKETING INTO AN **AWARDING** EXPERIENCE

Right now, and on through June 7, 2014, we're taking entries for the **26th Annual Marketing Excellence Awards Program**, presented by **PRODUCE BUSINESS**. The awards recognize excellence in marketing in each of six categories: retailers, foodservice, 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, 2013 and June 1, 2014).

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

5400 Broken Sound Blvd. • Suite 400 • Boca Raton, FL 33487

Deadline for entries is June 7, 2014

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