



## 2016 MARKETING EXCELLENCE AWARD WINNERS

- California Avocado Commission
- Columbia Marketing International
- Cranberry Marketing Committee
- Idaho Potato Commission
- Lighthouse Foods
- The Mushroom Council
- National Mango Board
- Ocean Mist Farms
- Produce for Kids
- Sakata
- Shuman Produce
- USA Pears
- U.S. Apple Association
- UMASS Dining/Avocados from Mexico

# TURN YOUR MARKETING INTO AN **AWARDING** EXPERIENCE

Right now, and on through June 10, 2017, we're taking entries for the **30th 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, 2016 and June 1, 2017).  
\_\_\_\_\_
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 10, 2017

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