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CPS Recognizes Early 2011 Produce Research Symposium Sponsors

Davis, California, March 28, 2011-- Organizations from across the produce supply chain and both public and private sectors have committed to sponsoring the Center for Produce Safety's 2011 Produce Research Symposium, which will be held June 28 in Orlando, Fla., USA.

Produce Marketing Association (PMA) is the second annual symposium's sole Platinum Sponsor. CHEP USA is a Gold Sponsor. Silver Sponsors currently include Castellini Company LLC; Darden; Ecolab; University of Florida, Institute of Food & Agricultural Sciences; and Yum! Brands.

"PMA is honored to show our members' continued support for this year's symposium and the ongoing work of CPS, which has quickly become the most important practical food safety resource to the fresh produce supply chain," said Bryan Silbermann, president & CEO of PMA, one of the original founders of CPS at the University of California, Davis, in 2007. "CEO or food safety manager, researcher or regulator, you simply must attend this year's event to learn the latest from researchers on the cutting edge of applied research. PMA's total commitment to CPS already stands at more than \$2.5 million, money well spent in finding answers to the industry's most pressing food safety questions."

"The researchers of IFAS remain committed to finding solutions to the food safety challenges that face us. This symposium will gather some of the best researchers as they share their discoveries, their innovations and their applications. It should be a great meeting," said Mark R. McLellan, Dean and Director, Institute of Food & Agricultural Sciences, University of Florida.

The 2011 Produce Research Symposium will bring together the produce industry, research and food safety communities, and government and non-governmental organizations for a unique collaborative discussion. Researchers will present recent project findings, and facilitators will lead discussions to exchange ideas on how best to apply those findings across the supply chain, from farm to fork. Findings will be presented on a broad range of topics, reflecting the center's core research priorities and the priorities of CPS research partners' commodity-specific projects, ensuring that attendees will find a topic of interest.

Additional Gold and Silver Sponsorships are available to companies interested in gaining market visibility while supporting CPS's work. Benefits vary by sponsorship category, and generally include recognition on the event website, signage, program, and from the podium. Sponsors also receive complimentary registrations.

"Our events are made possible by the support of generous and visionary leaders from across the produce supply chain," said CPS Executive Director Bonnie Fernandez-Fenaroli. "On behalf of CPS, I'm glad to have this opportunity to publicly thank these dedicated companies for their early support."