

## **CONGRATULATIONS TO BRYAN SILBERMANN AND PRODUCE MARKETING ASSOCIATION**

*College of Agricultural and Environmental Sciences, UC Davis, 2012 Award of Distinction*

**Davis, California, October 11, 2012** - The Center for Produce Safety (CPS) congratulates Bryan Silbermann and the Produce Marketing Association (PMA) for receiving an Award of Distinction at the College of Agricultural and Environmental Sciences annual College Celebration at UC Davis. Awards of Distinction are the highest recognition presented by the college. Recipients have achieved significant personal and professional successes that benefit communities and bring distinction to UC Davis.

Bryan Silbermann accepted this award on behalf of PMA members and companies in the United States and in more than 45 countries around the world. PMA, the California Department of Food and Agriculture and the College of Agricultural and Environmental Sciences, UC Davis, were the original architects of the Center for Produce Safety. After the *E-coli* outbreak in spinach in 2006, the PMA board of directors approved \$2 million in start-up funding for CPS administrative expenses. Others followed with commitments to serve on the CPS advisory board and technical committee, and Taylor Farms pledged \$2 million to start the CPS research program. PMA committed an additional \$900,000 to CPS in January 2012.

During his acceptance speech, Bryan directed his comments to the Aggie Ambassadors (a student leadership program) with a quote from Eric Hoffer: "In times of change the learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists." Bryan continued, "Ladies and gentlemen, we must encourage the creation of a new research paradigm; one that requires the collaboration of industry, government regulators and scientists to generate new learnings to improve the world that we will pass to our children."

### **Center for Produce Safety**

The Center for Produce Safety is focused exclusively on providing the produce industry and government with open access to the actionable information needed to continually enhance the safety of produce.

Established by public and private partnership at the University of California, Davis, initial funding for CPS was provided by the California Department of Food and Agriculture, the University of California, Produce Marketing Association and Taylor Farms. Ongoing administrative costs are covered by the Produce Marketing Association, enabling industry and public funds to go exclusively to research.

<http://cps.ucdavis.edu>