



## 2009 PMA Fresh Connections Australia/New Zealand Conference

April 2009

**“Be a Fresh Voice for Change.”**

**Strategic issues. Healthy debate. And your chance to shape the future of the industry.**

Join supply chain leaders for the only event bringing the Australian produce industry together... to face change head on.

***PMA Fresh Connections Conference***  
***24 – 26 May 2009***  
***Hilton Hotel, Sydney***

There's no question these are turbulent times. Floods, wildfires, and drought have coincided with a period of economic uncertainty. Yet, in spite of these challenges, the Australian character possesses a unique resiliency, an ability to meet challenges head on and overcome them. Prime Minister Kevin Rudd recently remarked on this character, noting, "Values of courage, of compassion, of steely resilience."

It's time to unleash your steely resilience. There's an evolution underway in the Australian produce industry. It's an exciting time, and, a time for change. This is your opportunity to help the industry grow and shape the future.

Be a fresh voice for change. Participate in the **PMA Fresh Connections Conference**. Join leaders throughout the supply chain for two days of information and insight on strategic issues facing the industry. Build and strengthen relationships with clients and partners. Engage your peers in debate and discussion that will generate new ideas and solutions to move the industry into the future.

Join PMA, the organization known for bringing the global produce supply chain together, for an unforgettable and provocative networking and learning event.

Register today or visit us online: <http://www.pma.com/events/FreshConnectionsAustralia.cfm> to learn more. Register on or before **April 30** to enjoy early registration savings.

Yours sincerely,

Michael Simonetta  
Co-chair, Fresh Connections Task Force  
Perfection Fresh Australia

Michael Worthington  
Co-chair, Fresh Connections Task Force  
AgAlpha

**Produce Marketing Association**

1500 Casho Mill Rd, Newark, DE USA 19714-6036

**Phone:** +1 (302) 738-7100 **Fax:** +1 (302) 731-2409 [www.pma.com](http://www.pma.com)

Premier Sponsor

**HAL**

Know-how for Horticulture™