

Original Message -----

**Subject:**Join PMA for the Food Safety Symposium - October 14

**Resent-Date:**Tue, 22 Sep 2009 13:29:18 -0400 (EDT)

**Date:**Tue, 22 Sep 2009 11:45:36 -0400

**From:**Dave Corsi <[pma@pma.com](mailto:pma@pma.com)>



Produce Marketing Association

## Food Safety Symposium

Rochester, New York – October 14, 2009



### **RUTGERS COOPERATIVE EXTENSION MAY BE RUNNING OUT OF TIME TO AVOID A FOOD SAFETY CRISIS.**

Dear Richard,

You're at risk. And the clock is ticking. The CSPI estimates a \$44 billion economic loss per year as a result of foodborne illness – including losses to the food industry from business closures, negative publicity and recalls. Prepare your company before it's too late.

#### **PMA Food Safety Symposium**

Wednesday, October 14, 2009  
Rochester, NY

You are only a few weeks away from a unique opportunity to sit down with other top executives from throughout the supply chain and discuss today's critical questions on food safety. At the symposium, you will:

- Better assess your company's risk, identifying critical gaps in your operations.
- Learn new business models to better respond to industry and regulatory changes.
- Hear real-world examples of crisis situations that could expose your company to risk.
- Network and discuss your ideas and challenges with other executives.
- Develop strategies that you can put into action right away that will protect your company and lead to greater ROI.

#### **PMA Food Safety Symposium**

October 14, 2009  
7:00 am – 5:30 pm  
Hosted by Wegmans  
RBW Conference Center  
200 Market Street  
Rochester, NY  
(by invitation only)

[Full Program Schedule](#)

Contact the PMA Solution Center for help with all of the details:  
**+1 (302) 738-7100**

**Register Today**

Hosted by:



Presenting Sponsor:

## Can You Put a Price on Food Safety?

Food safety is about managing the unknown. Understanding the risks and preparing for multiple scenarios is critical to the profitability and sustainability of our industry. PMA is responding to this urgent need with an executive symposium to discuss these growing concerns.

Join fellow senior-level executives for this first-of-its-kind, day-long event. Hear thought-provoking presentations and real-world scenario planning.

### Reserve your seat at this exclusive event.

[http://www.pmafoodsafety.com/rochester/Richard\\_VanVranken](http://www.pmafoodsafety.com/rochester/Richard_VanVranken)

Use your link above to get all the relevant information and register today. Time is running out. Contact PMA today.

### We look forward to seeing you there.

Sincerely,

#### Dave Corsi

Chairman, PMA Board of Directors  
Vice President of Produce & Floral Operations  
Wegmans Food Markets, Inc.



#### Return Prepared.

Spend one day with PMA and get the information you need to protect your company and the bottom-line.

#### 20% Gold Circle Discounts

20% savings for attendees for Gold Circle Contributor Companies



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