

PMA: Connected Solutions for a New Economy



Gold Circle.

Big visibility... on a small budget.

Dear Charles,

Outstanding!

In a tough economic year, your company's 2009 support for Produce Marketing Association's (PMA) Gold Circle: Campaign for Food Safety was nothing short of outstanding.

Together, you and other Gold Circle contributors provided an extra \$372,000 above and beyond your companies' membership dues to specifically support PMA's food safety programming.

Your Gold Circle contribution helped fund a variety of PMA food safety activities, including our support for produce-specific food safety research at the [Center for Produce Safety](#). You helped support the work of PMA's food safety expert, [Dr. Bob Whitaker](#), including our new [food safety symposia series](#). And you helped support the work of the [Partnership for Food Safety Education](#) and its consumer food safety education programs.

In return, we provided your company with extra visibility throughout the year, including through signage at PMA events culminating in October's annual Fresh Summit. We also highlighted our Gold Circle members' work to our industry's media, including advertisements identifying your company as a food safety leader throughout the year, and this year-end [campaign report](#). Most recently, we will be recognizing your company and other Gold Circle contributors in the next edition of Fresh magazine, which will be distributed at the end of March.

Food safety is the produce industry's top priority. Thank you for supporting PMA's work in

this critical area; we applaud your food safety leadership.

Sincerely,



Bill Schuler
Chairman, PMA Board of Directors
President & CEO
Castellini Co.



Mike O'Brien
Chairman-Elect, PMA Board of Directors
Vice President of Produce & Floral
Schnuck Markets, Inc.



Bryan Silbermann
President & CEO
Produce Marketing Association

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