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24–26 June 2014  
Viaduct Events Centre  
Auckland, New Zealand

Hosted by



## Media Release

29 January 2014

### Unprecedented Trans-Tasman collaboration yields first-ever PMA Fresh Connections in New Zealand

**- Australasian fresh produce Conference and Trade Show for entire supply chain heads to  
Auckland for the first time ever in June 2014-**

Fresh produce industry members will have an unprecedented opportunity to network, and develop trade and business connections in the Pacific Rim, thanks to a Trans-Tasman collaboration to bring PMA Fresh Connections, the premier conference and trade show for the fresh fruit, vegetable, and floral supply chains in the Australasian region, to New Zealand for the first time.

With the fresh produce industry worth over \$4bn annually to the NZ economy, and the export of fruit and vegetables their fourth largest export earner, the event is expected to create a global business-building hub of up to 1000 fresh produce buyers and sellers and 60+ exhibitors from Australia, New Zealand, the Pacific Rim, and around the globe.

Michael Worthington, CEO of the Produce Marketing Association Australia-New Zealand (PMA A-NZ) says that collaborating to create a global event in the Australasian region is a win-win, not only for members of the Australian and New Zealand industries, but for buyers and sellers around the globe.

"This event provides the perfect opportunity for businesses across the entire Australian and New Zealand value chain to get together on major issues common to all, and to further the trade opportunities not only across the Tasman but also across the whole Pacific Rim" he said.

"Further, it's a unique opportunity for the global industry - especially buyers and sellers of a wide range of products and services from throughout the Pacific Rim - to congregate and develop trade and business connections, not only with these two countries but also with other Rim countries."

Held annually in Australia, PMA A-NZ and The Australian Chamber of Fruit and Vegetable Wholesalers (Australian Chamber) have been the successful partnership behind PMA Fresh Connections since 2011, and have joined forces with Horticulture New Zealand (HortNZ) and United Fresh NZ (UF) in New Zealand in 2014 to bring the event to the Viaduct Convention Centre, 24-26 June.

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The first-of-its-kind event for New Zealand will incorporate the long standing HortNZ conference and unite each organisation's community spanning all segments of the supply chain including seed companies growers, packers, wholesalers, government agencies, and industry service providers. A strong retailer presence including Foodstuffs, Countdown, and leading Australian and Asian retailers is also anticipated.

HortNZ CEO Peter Silcock says PMA Fresh Connections is a unique opportunity for the global industry to experience the quality of New Zealand and Australian fresh produce, and the high level of innovation across the industry.

"Attending a truly global conference in New Zealand is a fantastic opportunity for the horticulture industry" he said. "By attracting buyers and sellers from around the globe to not only meet at this world-class educational and networking conference, but also to visit leading New Zealand companies before and after the event, they can experience both our wide array of quality fresh products and services, our industry innovation and technology, and even our region."

Shane Schnitzler, President of The Australian Chamber, believes that holding PMA Fresh Connections in New Zealand will be an advantage to the fresh produce industry, by giving industry members the opportunity to take time out to work on their businesses.

"It's all about mixing things up" he said. "Businesses who have taken the time to attend PMA Fresh Connections in the past have gained valuable insights that have had a positive influence on their businesses. It also breaks up the normal day to day mechanics [of running a business] and encourages people to work 'on' their business instead of 'in' their business."

Registrations for PMA Fresh Connections open in early March 2014. For more information, or to find out about exhibitor and sponsorship opportunities, please visit [www.pmafreshconnections.com.au](http://www.pmafreshconnections.com.au)

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## About PMA Fresh Connections

PMA Australia-New Zealand, Horticulture New Zealand, The Australian Chamber of Fruit & Vegetable Industries, and United Fresh (NZ) are combining forces to make PMA Fresh Connections 2014 Conference and Trade Show in Auckland the largest networking, educational and business building event for the entire fresh fruit, vegetable and floral industries throughout Australia, New Zealand, and the Pacific Rim.

Held annually in cities around Australia since 2010, the first-of-its-kind event for New Zealand will incorporate the long standing HortNZ conference in 2014, and unite each host organisation's local



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and global communities spanning all segments of the supply chain including seed companies, growers, packers, wholesalers, government agencies, industry service providers, and many more.

Based on the highly successful PMA Fresh Connections events run by the Produce Marketing Association in the US and around the globe, PMA Fresh Connections 2014 will be sure to inspire, impress and address the key issues affecting our industry.

For more about the speakers and to find out how you can innovate, collaborate and thrive in 2014, please visit [www.pmafreshconnections.com.au](http://www.pmafreshconnections.com.au).

For additional information about the host organisations, please visit [www.pmafreshconnections.com.au/pages/host-bodies.php](http://www.pmafreshconnections.com.au/pages/host-bodies.php)



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