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Marketing leaders share insights at PMA Fresh Summit Global Connections workshop

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Produce marketing innovators will share their insights during an industry panel on Friday, Oct. 23 at 2:35 p.m. at PMA Fresh Summit in Atlanta.

Titled “All Together Now: Innovative Marketing Tactics to Grow Sales,” the workshop features Karen Caplan, president and chief executive officer of Frieda’s Specialty Produce; Ryan Shadrick Wilson, chief strategy officer and general counsel for Partnership for a Healthier America; and Bart Minor, president and CEO of the Mushroom Council. The panel will be moderated by Robert Verloop, executive vice president of marketing for Naturipe Farms.



Karen Caplan

During the panel, Caplan will share lessons learned and a marketing success case study on one of Frieda's top products. "I am looking forward to a lively discussion on marketing with my industry peers," Caplan said in a press release. "The workshop will provide a well-rounded perspective on produce marketing for attendees — from industry-wide initiatives to commodity boards and foodservice, and to the supermarket retail channel."

Caplan is a former board member of the PMA retail board, the PMA Foundation, past chair of United Fresh Produce Association, and founder of United Fresh Women in Produce.

Caplan's company is also unveiling the company's new brand at Fresh Summit Expo booth No. 2546.

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