
- Advertisement -

PMA's virtual town halls keeping industry close despite social distancing

March 30, 2020

C O P I N G

with COVID-19

By Craig Levitt



Virtual Town Hall

Last Wednesday, the Produce Marketing Association held its first virtual Town Hall focusing on COVID-19. Based on the success of that event, the PMA Virtual Town Hall will be conducted as a series, every Wednesday at noon.

“The ability to discuss challenges in real time, to share learnings and opportunities, and to explore where we need to focus our efforts as we look toward the future was mutually beneficial to all, but especially to us as we continue to ensure that PMA hears your voice and meets your needs,” said Cathy Burns, chief executive officer of PMA.

The first town hall focused on the scientific research into COVID-19 and the implications to the produce industry. Among the information provided was:

- A video featuring PMA and virologists discussing the fact that food is safe and not a vehicle of COVID-19 transmission.
- A detailed digest of 11 regulatory documents from global health authorities and U.S. agencies so that employers deal with the consequences of an employee getting sick and ensure that proper measures are in place to prevent the spread of COVID-19 in the workplace (including an 11-point breakroom poster for employees in food facilities and field labor).
- Insights on FDA inspections for exports and importers in English and Spanish.

“Members are encouraged to continue visiting PMA's website regularly to ensure they do not miss any of the updated information, tools and resources we continue to curate,” said Burns. “We need your voice at the table now more than ever as we continue to navigate through our new normal together.”

Those that want to partake in Wednesday's virtual town hall can register [here](#).

[Print](#)