



FRESH SUMMIT

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PMA's Fresh Summit is open for business

Produce Marketing Association has officially opened [registration](#) for this year's Fresh Summit which will be held in person in New Orleans. The event is in its 72nd year and will be one of the first times the entire global produce and floral industries will come together following the pandemic. Fresh Summit 2021 will run from Thursday, Oct. 28 through Saturday, Oct. 30 and will feature three days of content and two full days to explore the expo floor.

Cathy Burns will return for her highly anticipated State of the Industry session on Oct. 28 and then Daymond John, founder and CEO of FUBU and star of ABC's Shark Tank will lead a keynote in the afternoon on Thursday. The award-winning entrepreneur's session will focus on marketing strategies and building successful brands.

Friday, Oct. 29 will feature a fast-paced discussion with inspiring leaders from across retail and foodservice to discuss what's next for the industry. Burns and United Fresh's Tom Stenzel have also promised a big reveal at the end of the session on Friday. The expo will open shortly after at 10 a.m.

On the morning of Saturday, Oct. 30, Center for Growing Talent will host its Women's Fresh Perspectives Breakfast with a keynote and Q+A from Golden Globe, SAG and Emmy Award winning actress Laura Linney. The breakfast requires separate [registration](#) and those interested should register early as the event traditionally sells out quickly.

In addition to the world-class content and the long-awaited opportunities for in person business connections, there will be other opportunities to network, reconnect and enjoy the time together. From the popular Retail Tours to the Fresh Summit Halloween Masquerade, which will shock and delight all guests with delicious food and drink, providing spooky Halloween fun in possibly the best city to celebrate the holiday. Those still standing after the Masquerade can rally their team to run the Center for Growing Talent 5K fundraiser which supports CGT's student career programs. Individual runners are welcome, and teams are encouraged — team awards will be given. This event requires a separate [registration](#).

PMA will continue to provide information about the opportunities and activities available at Fresh Summit 2021. As always, the health and safety of guests is the top priority and PMA is providing regular [information](#) about how they are creating a healthy and COVID-appropriate environment for guests, staff and vendors.

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