
- Advertisement -

Looking forward to a safe Fresh Summit

By

Craig Levitt, managing editor

August 17, 2021

Traditionally, Friday afternoons in mid-August are reserved for early starts to the weekend. This past Friday, those that vacated their desks missed an important message from Cathy Burns, CEO of the Produce Marketing Association, as she filled industry inboxes with a short video regarding the upcoming Fresh Summit.

The two-minute video showed strong leadership from Burns as she emphasized that the well-being of Fresh Summit attendees, exhibitors and staff are the organization's highest priority. The video also detailed the safety precautions that are currently in place in New Orleans for indoor events.

Burns went on to assure that PMA is following the latest science-driven guidance to determine its own health and safety protocols — with more sure to come.

“The video update was about connecting with our members and the industry directly,” said Siobhan May, director of communications for the Newark, DE-based organization. “We are all working to make critical decisions for our businesses and for ourselves with the best information available. We wanted to provide a transparent view as to how we’re approaching our planning for our members, exhibitors and guests.”

May emphasized the fact that the Ernest N. Morial Convention Center, where Fresh Summit is to be held, continues to host events, which is a benefit and serves as a source of encouragement to PMA.

“The venue is incredibly well informed on safety practices, so that is a sense of validation from an external source,” said May.

In addition to the video, the PMA website features a [Health & Safety](#) tab that outlines current measures in place. The tab is updated as needed and features a link to the most recent updates for the New Orleans area.

Burns asked those with questions to reach out to her or anybody else from the PMA team, and with heartfelt sentiment said, “Be well, stay safe and I really look forward to seeing all of you in October.”

Hear, hear.

[Print](#)