



ORGANIC PRODUCE SUMMIT

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OPS keynote to look at new marketing opportunities for organic produce

July 8, 2024

Sherry Frey, vice president of total wellness at NielsenIQ, will be the keynote speaker at this year's [Organic Produce Summit](#). She will explore the impact of shifting consumer demographics, demands on organic produce and how the industry can continue to identify new marketing opportunities.



Sherry Frey

Frey's keynote, Changing Consumer Impact on Organic Produce Opportunities, will discuss how wellness shoppers are demanding more from every purchase and have an increased focus on the environmental and social responsibility of fresh produce. Gen Z consumers will be at the forefront of this conversation, as they have become a dominant force in prioritizing health and wellness in the organic shopping landscape.

Frey has more than two decades of industry experience and is recognized as a thought leader on health and wellness shopping and consumption trends. With a background in marketing, market research, innovation and consulting, with clients across the food industry, Frey shares visionary foresights combined with practical strategies. Her keynote presentation will take place Thursday, July 11, at 10:30 a.m.

The Organic Produce Summit hosts a sold-out show floor featuring more than 175 organic fresh produce growers, shippers and processors from across the globe. In addition to the keynote presentations, additional education will be found across the two-day event, covering topics ranging from regional retail taste and flavor preferences to expanding organic fruit sales through variety, sizing, pricing and more.

Registration for Organic Produce Summit, held July 10-11 at the Monterey Conference Center in Monterey, CA, is open to qualified retailers and general attendees.

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