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## ***PMA Fresh Summit goes virtual***

This year's convention and expo will be a virtual experience instead of an onsite event in Dallas



**T**he Produce Marketing Association (PMA) has announced that the 2020 Fresh Summit event will be a virtual experience instead of the onsite event originally scheduled for Dallas in October.

In a message to members and industry partners, PMA chief executive Cathy Burns explained the decision.

"Out of our utmost concern for the personal health, safety, and wellbeing of our guests, event partners, and staff, as well as after thoroughly reviewing

responses from Fresh Summit attendees, exhibitors, and buyers regarding their comfort, willingness, and ability to travel this fall, and analysing trends from state, federal and global health authorities," said Burns. "It became abundantly clear that we could not hold a conference in Dallas as planned."

PMA has been bringing together the global produce and floral industries at Fresh Summit for 71 years, and the association said it was committed to continuing the Fresh Summit tradition of connecting buyers and sellers and convening the industry to "achieve

PMA's vision of growing a healthier world".

"The world has correctly deemed our products and industry as essential," Burns added. "Fresh Summit will continue, and like every year, provides an opportunity for our global members to grow their businesses, celebrate the industry, and look to the future."