



By Gabrielle Easter

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## MOYA finalists offer insights at the Fresh Hub



The five PMA-Produce Plus Marketer of the Year Award finalists will offer exclusive insights into their campaigns at PMA Fresh Connections on Wednesday 18 May PMA Fresh Connections

The PMA-Produce Plus **Marketer of the Year Award** finalists will be offering an in-depth look into their campaigns at the PMA Fresh Connections **Fresh Hub** on Wednesday 18 May.

From 12.30pm, the five finalists will offer a rundown of their innovative fresh produce marketing and take part in a panel discussion about the strategic thinking behind each campaign.

The finalists will be offering first-hand insights into their marketing approaches and providing delegates with a chance to put their questions to the finalists at the Fresh Hub, located on the trade show floor during day two of the PMA Fresh Connections event at the Brisbane Convention and Exhibition Centre.

Joining Produce Plus editor Gabrielle Easter at the Fresh Hub will be:

- Natalie Bell, representing the Mountain Blue Farms marketing committee for their 'Eureka – rise and shine with Australia's new blues' campaign, which aimed to inspire, connect and educate consumers on Eureka Blueberries.
- Matthew Crouch of Freshmax Australia for the brand awareness campaign around the Freshmax proprietary citrus 'Sumo Citrus'.
- Graham Adams of HM Clause Pacific for the campaign to raise awareness and promote the Jamaica and Rosada melon varieties in Australia, targeting growers and the wholesale sector.
- John Foster of Montague Fresh Queensland and Mike Evans of Fresh Partners, who developed and launched 'Somomo', the brand designed to bring exotic fruit into the mainstream.
- Lucy Gregg, representing the Reid Fruits team, for the 'Gold Kangaroo' marketing and sales strategy to increase cherry sales, and control the supply chain to minimise counterfeiting and maintain Reid Fruits' premium reputation.

The winner of the 2016 PMA-Produce Plus Marketer of the Year Award will be announced during the PMA Fresh Connections gala dinner later that night at Brisbane City Hall.

The Marketer of the Year Award, now in its fifth year, recognises outstanding achievement over the past year in the marketing of fresh fruit, vegetables and flowers in Australia and/or New Zealand, with each finalist profiled in the **Winter edition of Produce Plus**, out now.

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<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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