



By Matthew Jones

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MOYA wide open

No matter which part of the value chain you represent, the PMA A-NZ Produce Plus Marketer of the Year Award will recognise your success



The launch of a state-of-the-art sorting equipment line one year, a brand awareness campaign for a low-carb, low-calorie potato variety the next.

The past two winners of the PMA A-NZ-Produce Plus Marketer of the Year Award (MOYA) may have been targeting opposite ends of the supply chain but they had one thing in common; outstanding achievement in the field of fresh produce and/or floral marketing.

So, with the entry deadline for the 2019 award drawing closer, now is the perfect time to nominate an innovative, effective and original campaign.

MOYA is open to both individuals and team members from any part of the value chain within the Australasian industry.

“MOYA celebrates the best marketing campaigns within the fresh fruit, vegetable and floral industry,” said Sam Clayfield, events and marketing manager of PMA A-NZ.

“It’s a great opportunity for marketers to gain industry-wide recognition for their work, as well as highlighting their businesses and products.”

The winner of the eighth annual award will be announced at the Hort Connections conference and trade show in Melbourne on 24-26 June 2019.

Five finalists will be selected from the field of entries, with each finalist to feature in the bumper winter edition of Produce Plus Magazine, along with a showcase event to be held on the trade show floor at Hort Connections.

“It’s the premier platform to gain industry-wide recognition for your marketing talent,” said Matthew Jones, editor of Produce Plus. “Competition for this award has been increasing each year and we’re looking forward to receiving some more great nominations in 2019.”

Self-nominations and nominations by third parties are welcome and must be received by 24 April 2019.

Enter online at

<https://www.pma.com/global-pma/anz/topics/marketing-exchange/moya>

For more information on the PMA Australia-New Zealand & Produce Plus Marketer of the Year Award, please contact:

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