



Produce Marketing Association

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Important Notice: Town Hall on Salmonella Outbreak at 2008 Foodservice Conference

Dear Industry Leaders:

The Salmonella outbreak is now the largest outbreak in U.S. history, with more than 1,000 people sickened nationwide. In response to your concerns surrounding the outbreak, PMA has changed the *Hot Topic Food Safety Update* session at the Foodservice Conference & Exposition to a Town Hall format focusing solely on the outbreak. The Town Hall will be held **Saturday, July 26, at 2:50 p.m.**, in Monterey, California.

The Town Hall will be your opportunity to get the most up-to-date information on the outbreak, ask important questions, gain insight on lessons learned and solutions for moving forward. This is a “can’t-miss” session for anyone focused on fresh produce in the foodservice supply chain.

Facilitated by PMA President Bryan Silbermann, this special session’s panel of experts includes:

- Kathy Means, Vice President of Government Relations & Public Affairs, PMA
- Ed Beckman, President, California Tomato Farmers
- Scott Horsfall, Chief Executive Officer, California Leafy Green Products Handler Marketing Agreement

We hope to see you at this event – this is a critical opportunity for the industry to come together to discuss challenges and the solutions required to move forward – to protect our customers, our businesses and our industry.

If you haven’t already registered for the Foodservice Conference, your last chance to register in advance for the conference and this session is this Friday, July 18. Register online at <http://www.pma.com/foodservice> .

Sincerely,

Rich Dachman
Vice President, Produce
SYSCO

Gene Harris
Senior Purchasing Manager
Denny’s Corporation