

THE NEW YORK PRODUCE SHOW AND CONFERENCE

December 4-6, 2012
NEW YORK CITY

CELEBRATING FRESH



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THE NEW YORK
PRODUCE SHOW
AND CONFERENCE

Presented by
EASTERN PRODUCE COUNCIL and PRODUCE BUSINESS







Profit-Building Opportunities At Every Turn

That's what you can expect at The New York Produce Show and Conference as the industry "Celebrates Fresh!" Intensive educational opportunities, world-class networking and a milestone event that brings together retail, foodservice, export, wholesale, import, production agriculture, logistics and the great centers of learning to build business in the capital of the world. Join us for three days of:

- **Networking**
- **Workshops**
- **Chef Demos**
- **Retail Tours**
- **Wholesale Tours**
- **300-plus Exhibitors**
- **University Outreach**
- **Celebrity Sightings**
- **Spouse/Companion Activities**
- **Breakfast With Retailers**



NEW For 2012

Global Trade Symposium

December 4, 2012

Foodservice Forum

December 6, 2012



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TUESDAY, DECEMBER 4, 2012

7:00 am – 8:00 pm REGISTRATION (*Sheraton New York*)
 11:00 am – 5:00 pm EXHIBITOR BADGE PICK-UP
 (*Sheraton New York & Pier 94*)
 12:30 pm – 5:00 pm BOOTH SET-UP • Pier 94
 6:00 pm – 8:00 pm OPENING COCKTAIL RECEPTION (*Sheraton New York*)

TUESDAY PRE-SHOW EVENT Separate fee required

Global Trade Symposium

Produce Import/Export: A View From America's Gateway To The World

7:00 am – 4:00 pm REGISTRATION (*Sheraton New York*)
 8:15 am – 4:30 pm KEYNOTE, EDUCATIONAL SESSIONS
 AND WORKING LUNCH
 6:00 pm – 8:00 pm OPENING COCKTAIL RECEPTION
 (*Sheraton New York*)

WEDNESDAY, DECEMBER 5

7:00 am – 5:00 pm REGISTRATION • Pier 94
 8:00 am – 10:00 am BOOTH SET-UP • Pier 94
 8:00 am – 10:00 am KEYNOTE BREAKFAST –
 "THOUGHT-LEADER" PANEL • Pier 94
 9:00 am – 5:00 pm SPOUSE/COMPANION PROGRAM
 (*Sheraton New York*)
 10:00 am – 5:00 pm TRADE SHOW OPENING • Pier 94
 10:15 am – 5:00 pm CHEF DEMONSTRATIONS • Pier 94
 10:15 am – 5:00 pm EDUCATIONAL MICRO-SESSIONS • Pier 94

WEDNESDAY'S EVENING HOURS

Enjoy your night on the town!

THURSDAY, DECEMBER 6

BUS TOURS

Separate fee required
 Meet at Sheraton New York Lobby

8:00 am – 1:00 pm Bus Tour to Hunts Point Produce Market
 8:00 am – 5:00 pm Bus Tour to New Philadelphia Market and Wegmans
 8:00 am – 3:00 pm Bus Tour to Baldor, Fresh Direct and Eataly
 8:00 am – 3:00 pm Bus Tour to New York Retailers
 8:00 am – 3:00 pm Bus Tour to Brooklyn Retailers and Urban Agriculture
 8:00 am – 3:00 pm Bus Tour to New Jersey Retailers

THURSDAY POST-SHOW EVENT Separate fee required

Foodservice Forum: IDEATION FRESH

Produce Evolution and Revolution

7:00 am – 4:15 pm REGISTRATION (*Sheraton New York*)
 8:00 am – 4:15 pm KEYNOTE, EDUCATIONAL SESSIONS
 AND WORKING LUNCH

"THOUGHT-LEADER" PANEL
Addressing Consumer Needs for Produce & Floral



Hosted by **JIM PREVOR**

Join Jim Prevor, editor-in-chief of **PRODUCE BUSINESS** and the **PERISHABLE PUNDIT**, as he addresses the fresh produce needs of consumers with a lively discussion among many of the region's top retailers:



ERIC BEELITZ

Director of Produce and Floral
 THE GREAT ATLANTIC & PACIFIC TEA COMPANY



CRAIG CARLSON

Senior Vice President, Category Management Produce
 U.S. FOODS INC.



RICH CONGER

Director of Produce
 KING KULLEN SUPERMARKETS



JIM CORBY

Vice President of Produce
 DELHAIZE AMERICA



JOE DELORENZO

Director of Produce Merchandising and Operations
 ALPHA 1 MARKETING/KRASDALE FOODS



MARC GOLDMAN

Produce Director
 MORTON WILLIAMS SUPERMARKETS



DEAN HOLMQUIST

Director of Produce & Floral
 ALLEGIANCE RETAIL SERVICES



PAUL KNEELAND

Vice President of Produce & Floral
 KINGS SUPER MARKETS



TERRY MURPHY

Produce Procurement Manager
 WAKEFERN FOOD CORPORATION



CARMINE NAPOLITANO

Senior Vice President Perishables-Produce Director
 GRISTEDES SUPERMARKETS



RICHARD STILES

Produce Director
 REDNER'S MARKETS INC.



JOHN VASAPOLI

Director of Produce Merchandising
 D'AGOSTINO SUPERMARKETS



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