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## **Harvest worker shortage concerns Florida citrus industry**

**July 23, 2006**

From 2 million to 6 million Florida-produced oranges may remain on citrus trees in the state in the coming year because of the current labor situation, according to Liz Compton, spokesperson for the Florida Department of Agriculture & Consumer Services. "It looks as though it could be a very tight situation as we head into the 2005-06 season."

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## **Bryan Silbermann sizes up PMA's efforts at 25-year mark**

**July 23, 2006**

MONTEREY, CA -- In taking stock of the effectiveness of the Produce Marketing Association at its foodservice expo's 25-year mark, PMA President Bryan Silbermann said that the organization is enjoying record membership, event attendance and hits to its web site.

PMA's "Heart and Soul" campaign has been effective and resonates with PMA's members, Mr. Silbermann said. The campaign "emphasizes the fact that in this business, people matter a lot more," he said.

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## **Philadelphia market to break ground in September**

**July 23, 2006**

PHILADELPHIA -- The Philadelphia Regional Port Authority, here, was expected to sign an agreement July 19 to access property key to building a new Philadelphia fresh produce market.

Robert Blackburn, executive deputy director of the authority, told The Produce News July 18 that this deal is a critical component to making the new produce market a reality. The authority will be the landlord for the new produce market.

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## **Early estimates put Northwest pear losses at 1.1 million boxes**

**July 20, 2006**

KENNEWICK, WA -- A freak hailstorm that hopscotched around the fruit- growing region of Peshastin, Dryden, Chelan and Manson in eastern Washington on July 5 might have knocked more than 1 million boxes of pears -- roughly 6 percent of the Northwest's crop -- out of production this year.

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## **Salyer American looking to build its brand**

**July 20, 2006**

Lyn Hughes, who for the past three-and-a-half years has boosted the "Birds Eye Fresh" brand in the produce industry with the development of licensing agreements for a number of commodities, has left that company for a position as senior director of sales and marketing for Salyer American, based in Salinas, CA, effective Aug. 1.

In her new role at Salyer American, Ms. Hughes will assist in identifying and developing new business opportunities as well as spearheading new product development and packaging innovation.

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## **PMA's foodservice conference draws a record attendance**

**July 20, 2006**

MONTEREY, CA -- Citing a figure of "more than 1,500 attendees," the Produce Marketing Association said that its 2006 Foodservice Conference & Exposition drew record attendance. This year marks the 25th anniversary of the show.

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