

The Packer

For Immediate Release

The Packer's 2017 West Coast Produce Expo Sells Out

Lenexa, Kan. (May 2, 2017)—The Packer announced today its 2017 West Coast Produce Expo exhibit space is officially “sold out.” The event will be taking place at the JW Marriott in Palm Desert, Calif., May 19–21, 2017.

Only in its third year, the show has already grown to be the premier produce event on the West Coast—connecting its community of retailers, food service professionals and distributors. Participants see new products, network with the most influential produce industry experts and meet “on-farm” with Coachella Valley regional packers—all in a professional, yet casual and fun environment.

In addition to the expo featuring more than 150 leading produce suppliers, the three-day event will include regionally-focused educational sessions, a keynote address featuring basketball legend, Kareem Abdul-Jabbar, exceptional entertainment, energetic networking receptions and a world-class golf event.

“This event is bringing key buyers and sellers together—making business easy and enjoyable—which is what the industry wants,” said Shannon Shuman, Vice President and Publisher, Produce. “We are extremely proud of the success of this expo and of the opportunity it creates to connect buyers and sellers in a face-to-face environment.”

More than 1,000 attendees are expected, including buyers from Sam’s Club, Albertsons, Safeway, Target, Ahold USA, Whole Foods, Loblaws, Gelsons, Northgate Gonzales and U.S. Foods.

Sponsorships opportunities and floor-attendee registrations are still available. For more information, contact Eileen Weishaar at eweishaar@farmjournal.com or (913) 438-0715.

About The Packer and Farm Journal Media (www.FarmJournalMedia.com)

The Packer, Produce Retailer and the Produce Market Guide are owned by Farm Journal Media. The company was started 140 years ago with The Farm Journal, and now serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business publications; 70 events; six nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. The company also holds a majority stake in the online equipment marketplace, www.MachineryPete.com. In 2010, the company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.