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The Packer

For Immediate Release

Legendary NFL Coach Dick Vermeil to Give Keynote Address at the Global Organic Produce Expo

Lenexa, Kan. (Sept. 29, 2017)—The Packer's inaugural Global Organic Produce Expo (GOPEX) will feature legendary football coach and Super Bowl winner Dick Vermeil as the keynote speaker for its event Jan. 25–27 in Hollywood, Fla.

In addition to his successful coaching career, Vermeil turned his wine-making hobby into a professional venture, producing 5,000 cases of Calistoga Napa Valley wine a year, so expect some insight into the agriculture business.

“Dick Vermeil is an amazing speaker,” said Shannon Shuman, Vice President and Publisher, Produce. “We think he’s the perfect person to bring some fun and inspiration to our new organic event.”

GOPEX will provide a forum to address the changing needs of people who grow, distribute, pack and market organic produce. In addition, this international trade show and conference will offer networking, research and education, insight into consumer trends from The Packer’s annual proprietary Fresh Trends survey and 50,000 square feet of exhibition space, allowing for scalable exhibit and marketing options.

GOPEX will take place at the Diplomat Beach Resort just north of Miami. This area was selected for its natural position as the international gateway connecting North, Central and South America.

Consumer demand for organic produce continues to strengthen. Building on several years of growth, 2016 saw an impressive 16% surge in sales. To meet demand, retail, foodservice and other food suppliers are expanding their budgets and buyer teams, while suppliers are developing their supply both domestically and internationally.

Vermeil will address GOPEX attendees at the conclusion of the organic education program Friday, Jan. 26. After a successful start to coaching at the college football level, Vermeil spent seven seasons with the Philadelphia Eagles, taking them from the depths of the NFL to Super Bowl XV. He then left the sidelines and began a 14-year broadcasting career covering both college and NFL football. In 1997, he returned to NFL coaching with the St. Louis Rams, eventually leading them to a win in Super Bowl XXXIV in 2000. After a short retirement, he returned to coaching, leading the Kansas City Chiefs for five seasons before retiring from football for good in 2006.

“We listened to the market, as we did with our other successful events, such as the West Coast Produce Expo, and heard the strong demand for an event like GOPEX,” Shuman said. “We look forward to providing an event for the face-to-face meetings critical to the produce industry, and we’ll do it in a fun south Florida destination.”

As the first large-scale international trade show for the organic produce industry, GOPEX will provide a range of valuable networking opportunities, the most up-to-date category research, business and marketing education plus an opportunity to exhibit to leaders across the entire organic supply chain.

For more information about The Packer’s Global Organic Produce Expo, visit GlobalOrganicExpo.com.

About The Packer & 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 broadcast 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.