



“Ideas Ripe for the Picking” – Presentation by Anne-Marie Roerink and Mike Kamphaus

Food retailing industry analyst, Anne-Marie Roerink of 210 Analytics, and President & CEO, Mike Kamphaus of Peirone Produce, will present their favorite ideas ripe for the picking! Join us to pick up easy-to-implement produce ideas for in-store signage, programs, displays, and educating consumers. Ad messaging based on pictures from Anne-Marie and Mike’s travels around the world will also be presented. Each idea is founded upon produce marketing analysis as well as hot trends that are driving dollars for the produce department. Come away with 12 ideas “Ripe for the Picking” – one for every week between this conference and the Fall Expo!



Anne-Marie Roerink, principal and founder of 210 Analytics and former Director of Research for FMI (Food Marketing Institute), is an experienced practitioner of quantitative and qualitative market research. Roerink specializes in retailer benchmarking and researching and distilling shopper insights. We are proud to have her as a guest speaker at the 2018 Spring/Summer Produce Expo. Learn more about Roerink and 210 Analytics here: www.210analytics.com



Mike Kamphaus, President and CEO of Peirone Produce and a 30+ year seasoned veteran in the produce industry, will also be a guest speaker at the 2018 Spring/Summer Produce Expo. To learn more about Peirone Produce and our longstanding history of providing the freshest produce in the Inland Northwest: <https://peironeproduce.com/about-us/>