

PLNA Announces Trade Shows

HARRISBURG (Dauphin Co.) — The Pennsylvania Landscape and Nursery Association (PLNA) has announced dates for PANTS and the new POWER EXPO 2003.

In its 31st year, the Penn Allied Nursery Trade Show (PANTS) will host more than 1,100 booths showcasing green and hard good suppliers from across the country to more than 11,000 attendees. PANTS will once again make its mark as the largest show of its kind in the Northeast from July 29-31 at the Fort Washington Expo Center in Fort Washington.

In addition to the nationally-acclaimed PANTS show, PLNA has

added a much-requested landscape, nursery and turf power equipment trade show, POWER EXPO 2003. The show will debut Nov. 12-13 at the Pennsylvania Farm Show Complex in Harrisburg. Organizers expect to draw up to 5,000 attendees, including landscape contractors and nursery owners, municipalities, school districts, state park and forestry employees and a host of other prospective buyers.

The show will host some 300 exhibitors.

Contact Trade Show Manager Sally O'Shea, CMP, at (610) 544-5775 or sallyoshea@verizon.net for more information.

\$1.627 Million Marketing Boost For Florida Supersweet

NEW YORK, N.Y. — There's good news ahead for fresh supersweet corn and the corn-loving American consumer. The Florida Department of Agriculture has awarded the Florida Sweet Corn Exchange a grant of \$1.627 million, budgeted over three years, for a marketing campaign targeting retailers, consumers and foodservice operators.

The initiative — the result of a \$5 million federal grant for the promotion of Florida agricultural specialty crops — will be overseen by Mike Bess, manager, of the Florida Sweet Corn Exchange and implemented primarily by Lewis and Neale Inc., the public relations agency for the Florida Sweet Corn Exchange for the past five years.

"There's nothing better than top-quality Fresh Supersweet corn," said Paul Allen, president of the Florida Sweet Corn Exchange. "Our campaign will encourage consumers and chefs to add corn to their menus during the non-traditional fresh corn season — November through June — and provide retailers with valuable merchandising information."

"We'll be channeling important handling, usage, and nutritional messages to consumers through a wide array of media, including newspapers, magazines, television, and the Internet," according to Anita Fial, president of Lewis and Neale.

"Hispanic buying power is increasing at triple the rate of inflation," Fial said. "So we

will blitz this important niche with information on the versatility and benefits of Supersweet Corn via Spanish language TV and print outlets. And we'll target the growing foodservice market — with its vast untapped sales potential for Supersweet corn — with a study showing how chains are serving fresh corn and intensive publicity in foodservice publications."

In the retail arena, the Perishables Group will be conducting research that will give retailers a better understanding of the Supersweet Corn category and best practices for increasing sales. The resulting data will be relayed to retailers through shippers, produce council meetings and merchandisers. The program will also include a display contest and trade advertising.

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