

2018 Annual Meeting & Product Showcase

Nashville, Tennessee

Come celebrate PPI's 125th anniversary of representing the pickled vegetable industry! The 2018 Annual Meeting & Product Showcase in Nashville promises outstanding educational and unmatched networking opportunities.

Annual Meeting Program

Tuesday, October 16

- 8AM – 6PM ○ Registration
- 9AM – 12PM ○ Agricultural Research Committee Meeting
- 9AM – 2PM ○ Manufacturing & Technology Committee Meeting
- 12 – 1:30PM ○ Executive Committee Meeting
- 1 – 5PM ○ Product Showcase Set-up
- 2 – 5PM ○ Board of Directors Meeting

5:30 – 7PM



Welcome Reception – Honky Tonk Central, 329 Broadway

Let's get the party started! Honky Tonk Central is Nashville's latest and greatest honky tonk on world famous "Lower Broadway" in downtown Nashville. With three full stories of live music, good food and great times, this is a must-stop destination where well-known country stars frequently visit – you never know who will walk through the door!

Wednesday, October 17

- 7AM – 6PM ○ Registration
- 7:30 – 8:45AM ○ Continental Breakfast – **Product Showcase**
- 8:15AM – 12PM ○ **Spouse Program – Grand Ole Opry House**
- 9 – 11:45AM ○ **Concurrent Technical Sessions**
 - Agricultural Research & Education
 - Manufacturing & Technology



Spouse Program – Grand Ole Opry House

There's nothing like a backstage tour of the Grand Ole Opry House; it's a must-see for everyone in Music City! Sign up when completing your meeting registration form.

12 – 3PM



President's Luncheon – Nashville Star Chip Esten

Let's celebrate Nashville with Nashville star Charles "Chip" Esten! Esten is an American singer and comedian, best known for his lead role as country singer Deacon Claybourne on the ABC/CMT drama Nashville, which he has played since 2012. Esten also contributes to the show's soundtracks as singer and songwriter, co-writing "I Know How to Love You Now" with Deanna Carter featured in the season 3 premiere.

Esten previously appeared on the improvisation show *Whose Line Is It Anyway?* and appeared as a guest star in various TV series, including *Married... with Children*, *The New Adventures of Old Christine*, *Star Trek: The Next Generation*, *Star Trek: Voyager*, *ER*, *NCIS: Los Angeles*, *Jessie*, *The Mentalist*, and *The Office*. In 2013, Esten appeared as a celebrity contestant on *Who Wants to Be a Millionaire* winning \$500,000 for charity.

- 3 – 4PM ○ Future Leaders Committee Meeting
- 4 – 5PM ○ Supplier Advisory Committee Meeting
- 5:30 – 7PM ○ Grand Reception – **Product Showcase**

Join the fun, country music, and good food while networking with your fellow industry friends!

Thursday, October 18

- 7:30AM – 12PM ○ Registration/Information
- 7:30 – 8:45AM ○ Continental Breakfast – **Product Showcase**

9 – 11AM



Spouse Program – Country Music Hall of Fame and Museum

Experience Country Music’s evolution through a diverse mix of displayed artifacts, video footage, and carefully selected sound recordings. Sign up when completing your meeting registration form.

9AM – 12PM

General Session

9 – 9:45AM



Small Steps Lead to Big Change: Building Knowledge and Capacity of School Nutrition Professionals

Lisa Farmer, *Nutrition Specialist, Missouri Department of Health and Senior Services*

Developing school meal programs that meet the updated nutrition standards requires a delicate balance of planning and implementation. Helping school nutrition professionals more effectively deliver menu items students will take, and eat, is critical to improving student nutrition. Learn common barriers and how to support healthy school and child care environments.

9:45 – 10:30AM



BRAND LOVE: Building Brands Consumers Love

Chelsea Bialla, *Chief Brand Officer, Sonoma Brands*

From concept to shelf, there is a lot that goes into creating not only a product, but a brand. As Chief Brand Officer at Sonoma Brands, Chelsea has incubated three totally unique concepts in three years and participated in driving brand strategy for several others. Dive into a collection of true-story case studies that share the thinking from successful start to finish.

10:30 – 11:15AM



Hot Topics and Trends in Marketing

Don Goodwin, *President, Golden Sun Marketing*

Don will lead us through an array of Hot Topics and Trends affecting how you market your products in today’s fast changing marketplace. This will include the latest on new retail channels, emerging market tactics coupled with a core strategy to build sales at retail.

11:15AM – 12PM



The Tax Revolt

Phil Valentine, *Host, “The Phil Valentine Show”*

Phil Valentine, the host of a nationally syndicated radio program and author of “Tax Revolt: The Rebellion Against an Overbearing, Bloated, Arrogant, and Abusive Government,” will join us in Nashville as a featured speaker at the 2018 Annual Meeting & Product Showcase. Valentine made a name for himself in 2002 by leading the Tennessee Tax Revolt to battle against the creation of a state income tax. Valentine will share his thoughts on federal tax cuts, the growing economy, global trade battles, and what he believes the future holds for American agriculture and increased exports.

12PM

Raffle Drawing & Meeting Adjournment

Product Showcase

2018 PRODUCT SHOWCASE

Connect with Industry!

A special display area will be set up for companies to showcase their products and services. Two breakfasts, the Grand Reception, and refreshment breaks will be served in the Product Showcase hall, allowing ample time to network with members. Attendees will interact with displayed products, pick up literature and company information, and enjoy raffles for exciting prizes. The showcasing companies will be provided with six-foot skirted tables, chairs, signage, and access to other services.

Indicate your participation when completing your meeting registration form.

2019 PRODUCT SHOWCASE

Contract Prime Exhibit Space Now!

More than 250 industry professionals – manufacturers, salters, green shippers, suppliers, and researchers – will attend the 2019 Product Showcase held in conjunction with next year’s Annual Meeting at **The Vinoy® Renaissance Resort & Golf Club in St. Petersburg, Florida**. PPI staff will assist interested exhibitors to pre-contract prime table space. Discounted rentals will be offered to those that sign contracts during this year’s Annual Meeting.

SIGN UP NOW!

CONCURRENT TECHNICAL SESSIONS

WEDNESDAY, OCTOBER 17

Agricultural Research & Education

9 – 9:45AM

Current Challenges for the Trucking Industry

Don Jerrell II, HNI Risk Advisors

2018 is proving to be one of the toughest years for shippers to get their freight to market. As a shipping/traffic manager, you need to be aware of what is driving costs and how that is impacting today's truckers. This session will discuss the biggest challenges faced by the trucking industry and you, the shipper.

9:45 – 10:15 AM Searching for Sources of Pickleworm Resistance in the USDA-ARS Cucumber Germplasm Collection

Dr. Livy Williams III, USDA-ARS U.S. Vegetable Laboratory

Dr. Williams will review what is currently known about pickleworm biology and management, and host plant resistance. The results of a multi-year study conducted to search for and characterize pickleworm resistance traits in the USDA-ARS cucumber germplasm collection will be presented and discussed.

10:15 – 10:45 AM

Organic – Transitioning to Certification

Jackie Keller, Organic Crop Improvement Association

Organic Agriculture is one of the brightest and fastest-growing sectors of American agriculture. Organic production holds many opportunities for those willing to transition. While some fruit and vegetable producers see no reason to certify, others enjoy the added steps in their production practices. Jackie represents an organic certifying agency and been a certified crop farmer for the past fourteen years.

10:45 – 11:30AM

Immigration Reform: Is Relief for Agriculture on the Horizon?

Mary Nowak, National Council of Farmer Cooperatives

In this session, Mary will discuss the labor challenges being experienced throughout the agriculture sector, and detail various legislative and administrative actions designed to address the crisis, along with the political dynamics influencing immigration reform.

11:30 – 11:45AM

Pickle Packers Voice is Heard on Capitol Hill

John Cates, Addis Cates Co., Inc.

In late February every year, PPI members converge on Washington, D.C. in support of continuing federal funding for four very important USDA ARS vegetable laboratories. Organized by PPI, they meet with the ARS Administrator and National Program Leaders and call on over 50 congressional offices on Capitol Hill. John will explain the process and encourage you to participate next year.

Manufacturing & Technology

9 – 9:30 AM

Pickle Shrinkage, Expansion and Elimination of De-salting

Dr. Ron Buescher, Pickle Improvement Center

The objective of this presentation is to provide information from studies that examined physical changes and the amount of pickle shrinkage and plumping (yield) during brining, fermentation and processing. In addition, the potential for eliminating pickle de-salting without making major modifications in operations will be discussed.

9:30 – 10:15AM

Brief Blanching – an Effective Sanitizing Treatment for Minimally Processed Cucumber Products

Drs. Fred Breidt and Suzanne Johanningsmeier, USDA-ARS Food Science Research Unit

Brief blanching treatments (at 176 °F, up to 90 sec.) may be an effective alternative to using sanitizing agents for fresh cucumbers to reduce microbial load and improve safety without impacting product quality or shelf life. Data from one year of the shelf life study will be presented. The potential application of this technology as relates to the safety and quality of refrigerated pickles will be discussed.

10:15 – 10:45AM

Building Expertise to Sustain Performance

John Demo, John Demo Consulting

Making an organization better begins by making employees better. John will outline some key features of a learning organization and how expertise can be developed and maintained, translating into performance improvement. While this specifically relates to technical expertise, it can also be applied to other fields.

10:45 – 11:30AM

FDA and FSMA Inspections – What We Have Learned and How to Prepare

Fletcher Arritt, Mt. Olive Pickle Company

This session will review compliance and inspection under FDA's new Food Safety Modernization Act – with insight on preparing for and passing an inspection, how inspectors have been trained, inspection guidelines, hazard analysis, current versus future requirements, Food Fraud Vulnerability and Production Site assessments, and much more.

11:30 – 11:45AM

PPI and USDA ARS Future Research Brainstorming Ideas Revealed

Dr. Suzanne Johanningsmeier, USDA-ARS Food Science Research Unit

Earlier this year, PPI and USDA-ARS jointly conducted a special future research brainstorming session. Seventy-five unique ideas were generated, leading to priority research in functionality and safety of clean label ingredients; improved product quality and measurement; control of pathogens and low-salt fermentation safety; new packaging technologies; and advanced health promoting products. Suzanne will share details leading to future industry benefit.