



# SOUTHEAST Produce Council



The Southeast Produce Council strives to keep our members informed of any event that would be beneficial to their companies within the Southeast. As a courtesy to show our appreciation for their support, we would like to let you know of the Produce Marketing Association's upcoming event in February.

Fresh Connections: Technology  
Tuesday, February 20, 2018  
Hilton St. Petersburg Bayfront  
St. Petersburg, FL

PMA Fresh Connections: Technology | Helping Companies Work Smarter

The global produce industry is challenged like never before to increase production with fewer resources and bolster consumer confidence in the safety of fresh fruits and vegetables. Working smarter and more efficiently is the competitive advantage. That's why PMA Fresh Connections: Technology brings together thought leaders and industry business leaders who are transforming the way the produce and floral industries do business. Learn how to make decisions about technology for your business at the right time, for the right reasons.

Visit the PMA website to view the current [schedule](#), browse the [registration information](#), and [book a hotel room](#).

PMA is happy to offer their member rate for all SEPC members. If a SEPC member is a member of PMA, they can register online through PMA's online system by clicking the register now button. If a SEPC member is not a member of PMA, they can register at the discounted member rate using the [2018 Fresh Connections Technology Registration Form](#).

Also, don't forget to register for [2018 Southern Exposure!](#)