



Mission Statement

The PMA Foundation for Industry Talent attracts, develops and retains talent for the produce supply chain.

Core Strategies

- Attraction ... creating services that attract talent from a broad base of sources
- Development ... building a smarter supply chain by developing competent, skilled people prepared to lead our industry
- Retention ... providing assistance to produce companies to create strong corporate cultures and business practices that encourage employee engagement

Value Proposition

The PMA Foundation for Industry Talent provides value for member companies and contributors by:

- Promoting fresh produce as an “industry of choice” to students and young professionals
- Sustaining the vitality of the industry by attracting and developing new leaders for the industry
- Providing access to the best and brightest ... there is no substitution for good people
- Helping companies differentiate their businesses with talent
- Creating a smarter supply chain which in turn improves company profits
- Recognizing contributors as part of the solution to one of the largest problems impacting the future of the industry
- Providing a worthwhile opportunity to give back to the industry

Goals for 2008 – 2010

- **Attraction Goals**
 - Create career awareness campaign – outreach to 50+ universities complete with video, website and other career collateral plus involving members as industry visiting professors, school ambassadors and mentors
 - Develop student immersion programs – involving students in Career Pathways programs at Fresh Summit and at both regional and international shows and programs
 - Assist with job placement – creation of internship best practices and models, producejobsources.com, the industry’s own job bank and an industry career fair
 - Develop collegiate leadership programs
 - Develop recruiting programs to attract young professionals from other industries
- **Development Goals**
 - Establish the PMA Leadership Institute, a comprehensive leadership training resource
- **Retention Goals**
 - Provide an expert body of knowledge on retention best practices and business cultures
 - Create an online community to share best practices and create needed resources
 - Develop award program recognizing progressive companies in areas of employee retention