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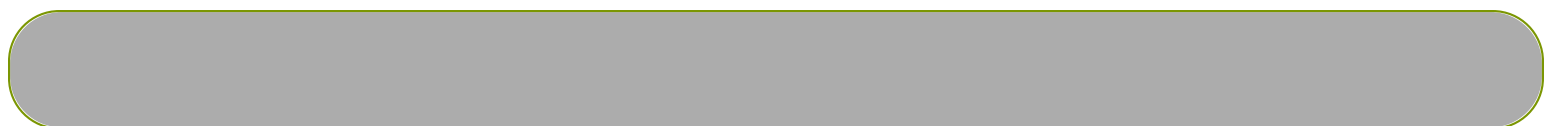
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Boost your visibility as a food safety supporter.

The PMA Gold Circle Campaign for Food Safety allows you to join an elite group of leaders who raise the bar in our industry. The Gold Circle campaign funds critical programs and research and provides the global supply chain with need-to-know news, education, and findings.

As a Gold Circle campaign supporter, you position yourself as a food safety champion who takes the lead in protecting your business, our industry, and the global supply chain from the disastrous effects of a food safety outbreak.



"Supporting PMA's Gold Circle is the single most important decision you can make as a PMA member. Food Safety for produce has the greatest impact on industry financial performance and the growth of produce consumption.

Additionally, contributing assures your company is recognized as an industry food safety leader."

-Jim Byron, Xgenex, LLC

How does Gold Circle benefit you and your company?

The Gold Circle campaign helps you showcase your sound business investment in food safety initiatives by providing increased visibility, a competitive advantage, innovative research, educational programs, and science-based solutions.

Profit from \$4,000+ in Exclusive Benefits

For an annual investment of **\$1,000 (just \$19/week)**, you'll reap benefits valued at \$4,000+ in advertising and event discounts and distinguish yourself as a food safety champion.

Take a look:

- FREE Advertising to reach 20,000+ PMA attendees at events, including:
 - **PMA Fresh Summit Convention & Expo** (\$2,000 value) – Reaching 20,000 attendees
 - **PMA Foodservice Conference & Expo** (\$1,000 value) – Reaching 1,800 attendees
 - **PMA Tech Knowledge** (\$500 value) – Reaching 125+ attendees
- *FREE* Gold Circle Supporter badge to wear at PMA events, distinguishing yourself as a member of this elite group of industry leaders.
- *FREE* company logo with a Gold Circle supporter designation in the PMA online membership directory.
- *FREE* company name, logo, and link to your website on our **Gold Circle Supporter page**.
- *FREE* promotion and recognition on PMA social media platforms.
- *FREE* marketing toolkit (\$900 value) to position your company as a Gold Circle supporter and promote your investment in the future of food safety. Includes use-me-now resources such as logos, customer letter templates, news releases, and more.
- *FREE* quarterly newsletter (exclusively for Gold Circle supporters) with the most recent developments in food safety and/or technology.

How does Gold Circle benefit the industry?

By focusing on food safety initiatives, industry and consumer research, key partnerships with industry groups, government agencies, and educational events, the Gold Circle campaign strengthens global food safety and consumer confidence.

Here's a snapshot of what the Gold Circle campaign does with your investment:

- **Crisis management:** Offering technical and communication support for members should they be involved in an actual crisis. [Browse Content](#)
- **Risk management:** Providing member with resources to help meet national and international standards and marketing regulations – such as good agricultural practices, hazard analysis, program development, and training. [Browse Content](#)
- **Research-backed resources:** Enjoy a widespread of educational resources like: free webinars, 75+ industry training and presentations, and 50+ reports and articles—all offering practical insights and takeaways relevant to your business.
- **Science-based practices:** In 2007, PMA was a founder of the Center for Produce Safety and has reinvested \$5M+ member dollars since 2008 to help fund education and research in food safety and technology. [Learn More](#)
- **Collaboration:** Representing industry views on food safety by working with government agencies to inform legislators and regulators, educate key policy influencers, and shape the regulations, such as submitting 100+ pages of regulatory comments to the FDA on the Food Safety Modernization Act. [Learn More](#)

How do I join?

Work together with industry leaders and position yourself as a food safety champion.

[Join Online](#) OR [Download the Application \(PDF\)](#)

Note: Gold Circle support to PMA are not deductible as charitable contributions for federal tax purposes. However, they may be deductible as ordinary and necessary business expenses.

