

UC DAVIS

Fresh Produce Marketing Strategies Short Course

March 24-26, 2009

UC Davis Fresh Produce Marketing Short Course Schedule

Topic	Instructor	Time
Tuesday, March 24		
Registration	Mondavi Institute Sensory Theater Interaction Area	8:30-9:00
Welcome, Introductions, Housekeeping	Roberta Cook, Extension Specialist, Dept. of Ag and Resource Economics, UC Davis	9:00-9:15
<u>Fresh Produce Value Chain Management</u>		
Value Chain Overview	Cook	9:15-10:00
Intro to the Principles of Demand	Leslie (Bees) Butler, Extension Specialist, Dept. of Ag and Resource Economics, UC Davis	10:00-10:45
Break		10:45-11:00
Structure-Conduct-Performance (S-C-P) Paradigm	Rich Sexton, Professor, Dept. of Ag and Resource Economics, UC Davis	11:00-12:15
Lunch		12:15-1:15
Information Sharing Co-ops and Countervailing Power	Shermain Hardesty, Extension Specialist, Dept. of Ag and Resource Economics, UC Davis	1:15-1:45
Relative Competitiveness Analysis	Cook	1:45-2:15
Break		2:15-2:30
Group exercise	Cook, Sexton, Hardesty, Butler: Each lead a breakout group	2:30-4:00
Break		4:00-4:15
<u>Strategic Marketing and Consumer Research</u>		
5 P's Refresher	Shermain Hardesty	4:15-5:00

Topic	Instructor	Time
Wednesday, March 25		
The Rise of Consumer Responsibility and Changing Consumer Culture	Alison Worthington, Managing Director, The Hartman Group	8:30-9:30
Positioning and Branding Strategies	Kerry Tucker, President, Nuffer Smith Tucker	9:30-10:00
Break		10:00-10:15
Understanding Consumers, Pros and Cons of Alternative Consumer Research Methods, Getting the Right Mix	Alison Worthington	10:15-10:45
Public and Media Relations Strategies in Light of New Media	Mike Rose, Vice President, Nuffer Smith Tucker	10:45-11:15
CAC Marketing Program: The Why and How Behind Their Positioning and Marketing Strategies	Jan DeLyser, Vice President Marketing, California Avocado Commission	11:15-12:15
Lunch		12:15-1:15
Case Stories Highlighting Right and Wrong Approaches to Marketing and Positioning Strategies	Jim Prevor, Founder and Editor, Perishablepundit.com	1:15-2:00
The Balancing Act: Perspectives on Both Sides of the Buyer-Seller Interface	Bruce Peterson, President, Peterson Insights	2:00-2:30
Break		2:30-2:45
E-communication Platforms for Supplier-Customer Promotions	Kent Rhodes, President, and Shelly Lindstrom, Founder/COO, OfferWorks	2:45-3:30
Exercise	Jim Prevor	3:30-4:15
Retail Fresh Produce Pricing, Margins and Profitability Metrics	Bruce Peterson	4:15-5:00

Topic	Instructor	Time
Thursday, March 26		
<u>Category Development</u>		
Performance Benchmarking and Category Management, Standard Reporting Measures	Steve Lutz, Executive Vice President, and Sherry Frey, Vice President, Perishables Group	8:00-9:00
Best Practice Development/Testing <i>Pricing, promotion, assortment, merchandising</i>	Lutz/Frey - Perishables Group	9:00-10:00
Break		10:00-10:30
Thinking About Market/Consumer Opportunity	Lutz/Frey - Perishables Group	10:30-10:45
Best Practice Exercise		10:45-11:30
Lunch		11:30-12:30
Crafting Effective Sales Strategies, Part I	Don Goodwin, President, Golden Sun Marketing	12:30-1:30
Category/New Product Development; Concept Testing	Lutz/Frey - Perishables Group	1:30-2:00
Break		2:00-2:15
Measuring Investment/Prove the Value	Lutz/Frey - Perishables Group	2:15-3:00
Group Exercise		3:00-3:45
Crafting Effective Sales Strategies Part II, lead discussion on group exercise	Don Goodwin	3:45-4:15
Future of the Fresh Produce Supply Chain and Wrap-Up	Bruce Peterson and Roberta Cook	4:15-5:00