



# Development Committee Update

Suzanne Wolter, Chair

**April 3, 2009**  
**Monterey, CA**



# Development Committee

## **Roles & Responsibilities:**

- ✓ Identify funding prospects
- ✓ Cultivate leads from Membership Sub-Committee
- ✓ Support efforts of Campaign for Children's Health Committee



# Development Committee

## **2008-09 Accomplishments:**

- ✓ Assisted in meeting annual contribution goal
- ✓ Provided leads for the Campaign for Children's Health
- ✓ Pursued 5 prospects from Membership's case studies
- ✓ 1 company became a donor to PBH



# New PBH Board of Trustees

## April 2008- February 2009

- ✓ Hass Avocado Board
- ✓ Nestle Prepared Foods Company/Lean Cuisine
- ✓ Pace International, LLC
- ✓ Produce for Kids
- ✓ Seneca Foods Corp., Vegetable Division

**WELCOME!!!**



# Membership Sub-Committee

## **Purpose:**

Support Development Committee's efforts by:

- ✓ Preparing business case studies for donor prospects
- ✓ Spearheading PBH's visibility at industry trade shows



# Membership Sub-Committee

## 2008-09 Accomplishments:

- ✓ Developed 5 business cases for donor prospects
- ✓ Distributed PBH tradeshow kit at PMA & Fresh Produce and Floral Council Conferences (Approx. 150 Booths)





# New & Exciting Merger

## Development & Membership Combined

- ✓ Aligned and shared goals
- ✓ Similar and complimentary responsibilities

## Donor Marketing and Outreach Committee

- ✓ Matt Middleton, Incoming Chair



# Dinner/Auction Committee

*Back again by popular demand.....*

Exceeded 2008 goal by 29%!!

**How about a .....**

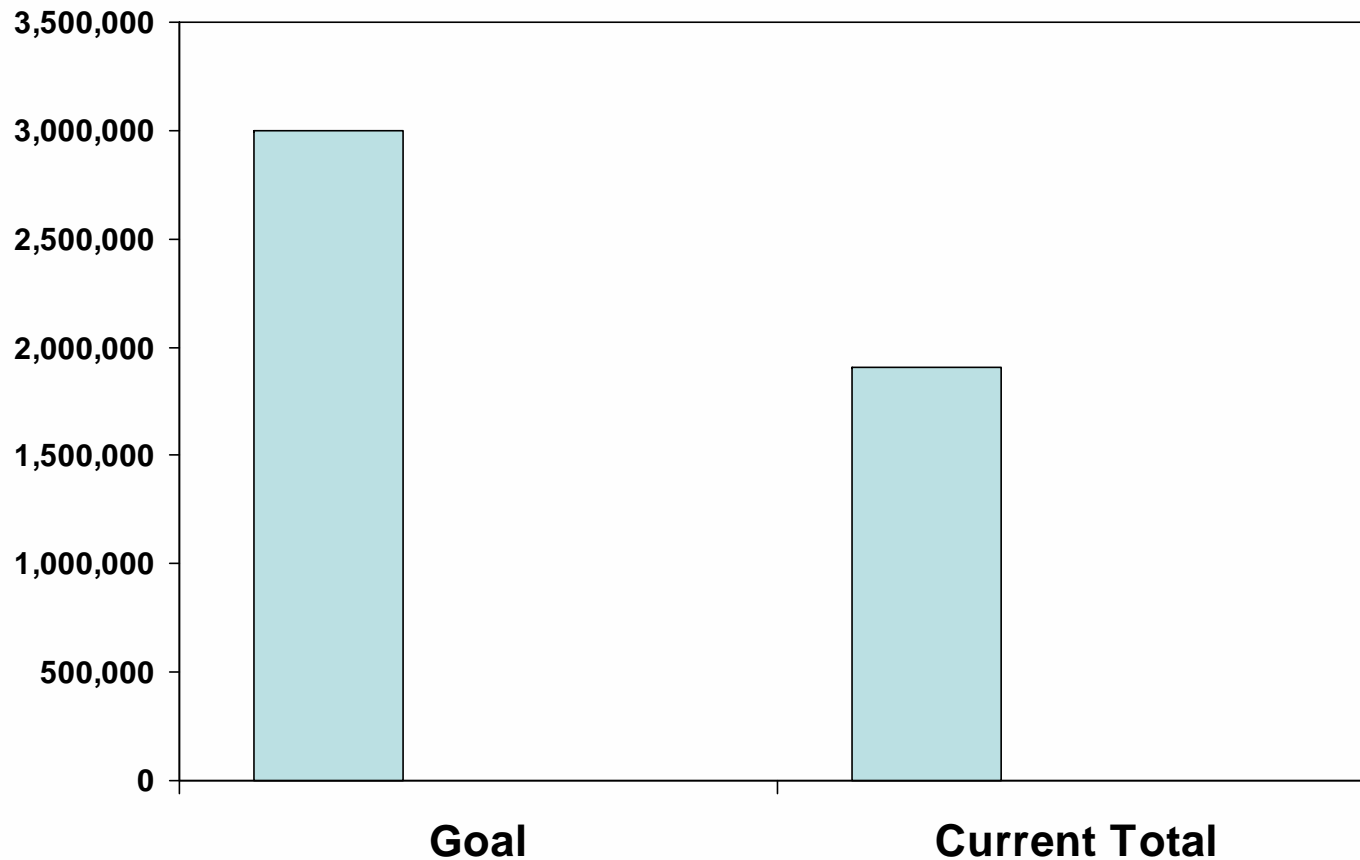
- ✓ Trip to NYC to experience the Big Apple!
- ✓ Weekend in Sonoma Valley at the Beaches Resort!





# Campaign for Children's Health

We've reached \$1,960,135 toward our \$3,000,000 Goal!





# THANK YOU

**\$500,000 - \$1,000,000**

Produce Marketing Association

**\$250,000 - \$499,000**

Duda Farm Fresh Foods, Inc.

Paramount Farms

**\$100,000- \$249,999**

BASF Corporation

C.H. Robinson Worldwide Inc.



# THANK YOU

## **\$25,000-\$99,999**

Andrew & Williamson Sales Company, Inc.

Domex Superfresh Growers

Driscoll's

Eurofresh Farms

Grimmway Enterprises, Inc.

Naturipe Farms LLC

Nunhems USA

Ocean Mist Farms

The Oppenheimer Group

Summeripe Worldwide, Inc.

Sun-Maid Growers of California

U.S. Highbush Blueberry Council

W. Newell & Company

Western Growers



# THANK YOU

## **\$5,000-\$24,999**

American Seed Trade Association  
Caito Foods, Inc.  
Capital City Fruit Company, Inc.  
Coast Produce Company  
Columbine Vineyards  
Peter John Condakes  
Desert Glory, Ltd.  
Connie Fisher  
Fresh Express  
Giorgio Fresh Mushrooms  
Giumarra Companies  
Don Held  
Illiana Watermelon Association

Indianapolis Fruit Company –  
McCartney Produce  
J & J Distributing  
Kagome, Inc.  
Kidney Cancer Association  
McDonald's Corporation  
Elizabeth Pivonka  
Potandon Productive-Steve Ottum  
PRO\*ACT, LLC  
Walter P. Rawl & Son's, Inc.  
Rocky Produce Inc.  
Safeway, Inc.  
Torrey Farms  
Claudia Wenzing



# THANK YOU

## Up to \$4,999

AgraCo Technologies	Dulcinea Farms
Alsum Produce, Inc.	Duane & Jan DeLyser
Charles P. Bakker	Heartland Produce
Richard D. Bakker	Image Specialties
Thomas L. Bakker	Kegel's Produce
Augustus Barnett	Market Fresh Produce, L.L.C.
Blue Book Services	Meuers Law Firm, P.L.
Reginald Brown	Midwest Marketing Co., Inc.
John S. Burnstine	MIXTEC Group, L.L.C.
Bushwick Commission Company	National Association of Produce Market Managers
California Table Grape Commission	NatureSeal, Inc.
Sheila Carden	Mike O'Brien
Castellini Company	Pear Bureau Northwest
Clark Public Utilities	Rainier Fruit Company, Inc.
The Class Produce Group	Tony Rodgers
Dr. Roberta Cook	Michael Stuart
Costa Fruit and Produce	Wholesale Produce Supply Company, Inc.
Deardorff Family Farms	Zeraim Gedera Seed Company
DNE World Fruit Sales	



# Future Funding Focus

- ✓ Sustainability Task Force



# Thank you for your on-going support!

