



New Jersey Food Processors Association

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Industry Innovation Leaders to Highlight NJ Food Processors Association Event
Annual Conference will be Held February 27 in Princeton, NJ

Trenton, NJ—The New Jersey Food Processors Association will host its 2017 Annual Meeting and Conference on Monday, February 27th at the Crowne Plaza in Princeton, New Jersey. This will be an opportunity to hear from notable food industry leaders along with the CEO of the New Jersey Economic Development Authority. The meeting's program will cover food industry updates, innovation initiatives and why New Jersey is a top destination for food processors.

Susie Fogelson, formerly the Senior Vice President of Marketing and Brand Strategy at the Food Network and Cooking Channel, will be the keynote speaker at the conference. Her provocative presentation, entitled: *Food: The Experience*, will discuss leading trends that will transform our food industry. Following her remarks, an extraordinary panel of R&D Executives will serve on a *Corporate Innovation Panel*, and describe the various ways in which their companies are embracing innovation. This panel will include Carlos Barroso, Senior Vice President of Global Research & Development & Quality at Campbell Soup Company; Steve Gunther, Senior Vice President of Research & Development at Pinnacle Foods Group; and Ralph Jerome, Vice President of Innovation at Mars Incorporated.

Melissa Orsen, CEO of the New Jersey Economic Development Authority, will present *Why Food Processors are Choosing New Jersey*. In addition, attendees will gain from an overview of the tremendous growth that is occurring in the ethnic marketplace, as Ricardo Bryan, Sr. Vice President of Sales and Marketing at GraceKennedy Foods, and Zak Mars, Head of Innovation & Global Sourcing at GraceKennedy Foods, will speak about *Growth Opportunities and Innovations in Latino & Caribbean Foods*.

“These speakers represent the best of our industry and the business community. Our food processors will have the opportunity to absorb new information and strategize for the year ahead,” said Frank Catalana, NJFPA President.

The event runs from 7:30am to 3:00pm. There will be an opportunity to network and view exhibits by the NJFPA associate members between 7:30am and 8:30am, and between 11:00am and 12:30 pm. A continental breakfast will be available between 7:30am and 8:30am, and lunch will be served from 12:30pm until 1:30pm.

The cost to attend the entire conference (including all meals and conference sessions) for NJFPA members is \$75 per person, and attendance for non-members is \$295 per person. Registration can be done online at the NJFPA website: <http://www.njfoodprocessors.org/>

For additional conference information, visit the NJFPA website at <http://www.njfoodprocessors.org/> or contact Amanda Cortez, NJFPA associate executive director, at amanda@amg101.com or 609-392-5558.

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