



For Immediate Release

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TotalFloral participates in PMA's Fresh Summit 2004

Anaheim, CA: On October 16 – 19 the Produce Marketing Association held its annual Fresh Summit Conference. Thousands of supermarket executives and produce buyers reviewed hundreds of produce and floral exhibits at the event. In addition to the exhibits, the show offered an expanded educational section.

Chris Buss, President of TotalFloral, was a featured panelist at the session entitled; **“While Everyone Watches the Bottom Line, Who’s Watching the Floral Department?”** Attended by about 75 executives and buyers, this session explored how supermarkets are leveraging supplier skill sets and resources by outsourcing part or all of the floral programs. Several outsourcing models were discussed and examples of how outsourcing has had dramatic results were presented. The formal presentation was followed by a spirited discussion where Mr. Buss and the other panelists fielded questions from the engaged audience.

To find out more about this or other sessions held at the PMA Fresh Summit, complete audio cassette / CD's are available through the PMA. Call the PMA for details at 302-738-7100.

TotalFloral is a professional service firm specialized in delivering a unique blend of products and services aimed at ensuring retailers' success in the floral category. Learn more about TotalFloral at www.totalfloral.com

If you would like additional information, call Chris Buss at 877-696-4200 x23