



Next Generation Tree Fruit Network Event

MARKETING

November 29, 2017

Pybus Public Market Event Center, Wenatchee WA.

3 N Worthen St, Wenatchee WA

1:30-5:00 pm

Trends and opportunities in apples and cherries. We will discuss where the market is today, where the market may be going and considerations for investments in 2018 and beyond.

Speakers:

B.J. Thurlby, President NW Cherry Growers. B.J. has 26 years of marketing and sales experience in the agricultural sector. Prior to working at the Washington State Fruit Commission he worked for the Gallo Winery out of California. He attended Central Washington University and the Stanford Business School Marketing Management Program.

Steve Lutz, Senior Strategist CMI Orchards. Steve spearheads marketing functions, brand development, business development, and category management. Prior to joining CMI Orchards in 2013, Lutz served as President of the Washington Apple Commission, and in 2000 he became a founding partner and Executive Vice President of the Chicago-based research firm Nielsen Perishables Group.

Format: Speakers will present for 30 minutes followed by a facilitated discussion, networking, and nibbles.

Registration: Please register. We need a headcount for the caterer and seating is limited. Visit <http://treefruit.wsu.edu/event/next-generation-network/> and hit the register link or rsvp to Tianna below.

Next Generation Tree Fruit Network: Supporting the Future Faces of Farming. We offer educational opportunities for *Young and Next Generation Growers, Managers & Field staff.*

Thank you sponsors: North Central Washington Fieldmen's Association.

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More information at treefruit.wsu.edu/events

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