

# Second educational session at Organic Produce Summit announced

[freshplaza.com/article/189874/Second-educational-session-at-Organic-Produce-Summit-announced](https://freshplaza.com/article/189874/Second-educational-session-at-Organic-Produce-Summit-announced)

## Monterey, July 11-12

The second of six educational sessions to be held at the Organic Produce Summit 2018 will provide a data dive into sales, trends and analysis of organic fresh produce, while examining consumer behavior and attitudes of the multi-billion-dollar category. “Organic Sales, Analysis and the Why Behind the Buy” will feature representatives from research firm Nielsen and consumer insights company The Hartman Group at OPS 2018, July 11-12 in Monterey, CA.

The session will feature panelists Jordan Rost, vice president of consumer insights for Nielsen; and Melissa Abbott, vice president of culinary insights for The Hartman Group. Kevin Coupe of Morning News Beat will serve as moderator for the session, which will provide analysis of organic sales, trends, opportunity gaps and reasons why consumers are purchasing organic produce at record levels. The session will also explore opportunities for even greater organic fresh produce sales in the coming years.

“The session features two of the most prestigious organizations involved with sales data collection and consumer purchasing behavior. Nielsen is a valuable partner for OPS and we look forward to their analysis of organic sales and trends as it relates to the opportunities for producers and sellers of organic fresh produce. The Hartman Group will provide insight into the thought process of consumers as they continue to seek out organic fresh produce offerings,” said Susan Canales, president of Organic Produce Summit. “OPS attendees will obtain valuable information to what items consumers are buying---and seeking--- from organic fresh produce suppliers. This session will benefit both the production and sales side of the organic fresh produce industry.”

The addition of the Nielsen/Hartman Group educational session follows the announcement of the first OPS educational session which will provide an overview of the burgeoning e-grocery business, featuring leaders from three of the most progressive direct-to-consumer companies. The session, “E-Grocery and the Future of Organic Fresh Produce at Retail” will feature panelists Tony Stallone, vice president of merchandising for Peapod; Dan Bourgault, head of brand partnerships for Instacart; and Don Barnett, chief operating officer for Sun Basket.



*Melissa*

*Abbott*

Additionally, two keynote presentations have been confirmed for OPS. Ed Carolan, President

of Campbell Fresh, and Dan Buettner, noted journalist, and discoverer of Blue Zones, will be featured keynote presenters at the third annual OPS to be held at the Monterey Conference Center.

The educational sessions and keynote presentation are part of the two-day OPS 2018, bringing together organic fresh produce growers-shippers-processors and retailer and buying organizations from across North America. The third annual OPS will continue to announce additional educational sessions and an exclusive Retailer RoundTable in the coming weeks.

OPS 2018 will also feature a selection of field tours for retailers and buyers; a gala opening night reception and a sold-out trade show floor featuring 130 producers and processors of organic fresh produce from across North America and the globe.

For more information:

Matt Seeley

**Organic Produce Summit**

+1 (831) 884-5058

[shane@organicproducesummit.com](mailto:shane@organicproducesummit.com)

[www.organicproducesummit.com](http://www.organicproducesummit.com)

Publication date: 2/21/2018