

PCA Conference Banquet Sponsor



Eric Testa (Moraitis) & Frances Tolson & Phil Ritchie (Rijk Zwaan)

Love My Salad

Enticing consumers to buy more vegetables

Extending on their area of expertise in breeding vegetables for taste, convenience, and vitality, the Rijk Zwaan Group has undertaken a positive campaign encouraging consumers to eat more vegetables through social media, 'Love My Salad'.

Through this medium, growers can communicate, share their salad-story and knowledge behind their salads.

Steven Roberts, Rijk Zwaan's Managing Director Australia invited PCA dinner attendees to join the social salad network.


'The biggest challenge for our industry is to seduce the consumer to buy more vegetables.'

'The ambition of Love My Salad is to share the fun, joy and vitality of salads every day.'


'Love my Salad is a new way to connect with your customers', said Steven.



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Philip McLaughlin (Moraitis Wholesale), Steven Roberts & Frances Tolson (Rijk Zwaan)



Banquet flower & produce decorations were popular souvenirs

PCA banquet guests were treated to a 3 in 1 salad entree, courtesy Love my Salad, sponsored by Rijk Zwaan: (center picture)

- Panzanella with Salanova® bicolour lettuce, basil & tomato;
- South east Asian cucumber salad; and
- Tomato tapas with basil and bocconcini.

"We are building a community of salad lovers and we invite everyone to join us," said Frances Tolson, Rijk Zwaan's Commercial Projects Manager.

"You can build a profile, share salad stories, upload favourite recipes, and interact with the social salad network on Facebook."

Frances Tolson Ph 0488 183 588
www.lovemysalad.com

