

United Fresh Retail Produce Manager Awards Program

2017 Nomination Guidelines, Best Practices & FAQs

Each year, hundreds of nominations are submitted for the United Fresh Retail Produce Manager Awards Program. Following are some guidelines to assist nominators through the process and answer common questions.

General Nomination Guidelines

- Nomination forms must be completed in their entirety (Sections A-D and all sub-sections).
- All nominees require advance corporate approval from their company to participate in the program if they are selected as a winner. Nominations must be approved by a corporate produce representative.
- Nominations must be received by the **January 6, 2017** deadline.
- Winners must be accompanied to the convention by a corporate produce executive from their company's headquarters office.

Nomination Best Practices

How can you make a nomination stand out?

- Answer ALL of the questions in each category and provide as much information as possible. Candidates are scored in each of the four areas, so don't leave any sections blank.
- Include examples that demonstrate the nominee's work as it relates to fresh produce.
- Photos are not mandatory, but help illustrate to the selection committee the work that the nominee has done.
- **IMPORTANT:** Be specific and include as much detail as possible. The more information, the better! For Example:

WEAK (Avoid general phrases and generic descriptions, such as):

"Mary is a good merchandiser. She makes sure her produce department is attractive to customers."

BETTER (Cite specific examples that show how the produce manager has excelled in each area, such as):

"Mary is a creative merchandiser who doesn't miss a chance to cross-promote with other departments. During Cinco de Mayo, she created a basket display filled with avocados, limes and garlic next to the tortilla chips. In the summer, she focused on bbqs and worked

with the meat department to do a 10-foot display of brats with fresh onions and peppers and Corona beers with limes....etc.

Mary never misses the chance to attract customers to her produce department with her huge displays. During the winter holidays, she built an 8 foot snowman made from clementines, complete with snow shovel and scarf and played up the theme of "Shovel in the Savings". She complimented the display by sampling clementines and showcasing attractive recipe cards. Her store saw a 15% increase in Clementine sales that week due to her extraordinary efforts...etc.

Note: These are just simple examples to demonstrate the difference between basic answers and those that better illustrate a produce manager's achievements. These are not intended to be complete answers.

Frequently Asked Questions:

- **Who is eligible to be nominated?**
Nominees must be currently employed as "produce managers" working at a retail store (grocery, supermarket, commissary, etc). Former winners are not eligible.
- **Who can submit a nomination?**
Anyone is welcome to submit a nomination for an outstanding produce manager! Nominations must be approved by the produce manager's Corporate Produce Director or designated company representative.
- **How do you submit a nomination?**
Nominations can be downloaded [here](#) from the United Fresh website.
- **When are the nominations due?**
Nominations must be received by United Fresh no later than **January 6, 2017.**
- **What criteria are used to select the winners?**
Nominations are evaluated in the four following areas:
 - Innovative merchandising, special displays and sampling programs, such as participation in Fruits and Veggies More Matters and MyPlate campaigns, holiday and seasonal commodity promotions, and more
 - Produce-Related Community Service or Outreach, such as adopt-a-school programs, school tours, community service projects, and more
 - Recognition and Performance within their Company , such as company awards, examples of increased volume and/or sales at store level, increased areas of responsibility, management training programs or any other performance-based recognition
 - Commitment to customer satisfaction and promoting fresh produce, such as positive customer feedback, store manager insights, online store reviews like *Yelp* or *Google*)

- **How many winners are there?**
Each year 25 Produce Managers are honored at the United Fresh convention. In addition to the 25 winners, each winner brings a corporate produce executive with them to the convention.
- **When are the winners announced?**
Winners will be announced in the early Spring. Each year we receive hundreds of nominations—making the program extremely competitive! The review process is extensive and requires ample time to evaluate all of the nominations received.
- **What do the winners receive?**
 - All-Access registration package to United Fresh 2017
 - Roundtrip airfare to Chicago
 - Two nights lodging
 - Recognition at the United Fresh Produce Celebration Dinner
 - In addition, five Grand Prize Winners will be announced at the convention, each receiving \$1,000!
- **Who do should you contact at United Fresh with questions?**

<p>Jeff Oberman, VP Trade Relations 831-600-8922 joberman@unitedfresh.org</p>	<p>Emily Woodard, Business Development 202-303-3400 x 415 ewoodard@unitedfresh.org</p>
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- **Where can I find more information?**
<http://www.unitedfresh.org/events-programs/retail-produce-managers-awards/>

***Thank you for your interest in the United Fresh
Retail Produce Manager Awards Program!***