





INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATIONSM



A man in a dark suit is seen from behind, standing in front of a whiteboard. He is holding a marker and has just finished writing the word "INSIGHT" inside a large, hand-drawn cloud shape. The whiteboard is covered with various business-related icons, including lightbulbs, gears, magnifying glasses, charts, and dollar signs. The man is positioned on the right side of the frame, and the word "INSIGHT" is centered in the middle of the whiteboard.

INSIGHT



**Say good-bye to
No data point left behind**



Mindset
Department's focus
Partners
Communication

Prosperity











A hand is shown from the bottom left, palm up, holding a glowing digital lightbulb. The lightbulb is composed of a network of interconnected nodes and lines, with a color gradient from blue at the base to yellow and orange at the top. The background is a light blue gradient with faint, abstract geometric shapes and lines, suggesting a digital or technological environment.

Bring the future into focus

Simplicity from Complexity





An illustration from a top-down perspective showing several stylized human figures in various colors (grey, blue, green, red, white) leaning over a large white circle. They are each holding a large, uniquely shaped puzzle piece in different colors (red, yellow, blue, teal). The puzzle pieces are arranged in a circular pattern, with some already partially assembled. The background is a light teal color.

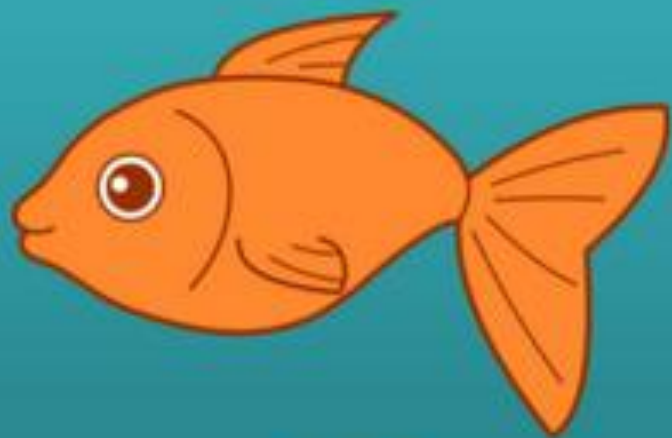
From Vendors to Partners







8 seconds



9 seconds

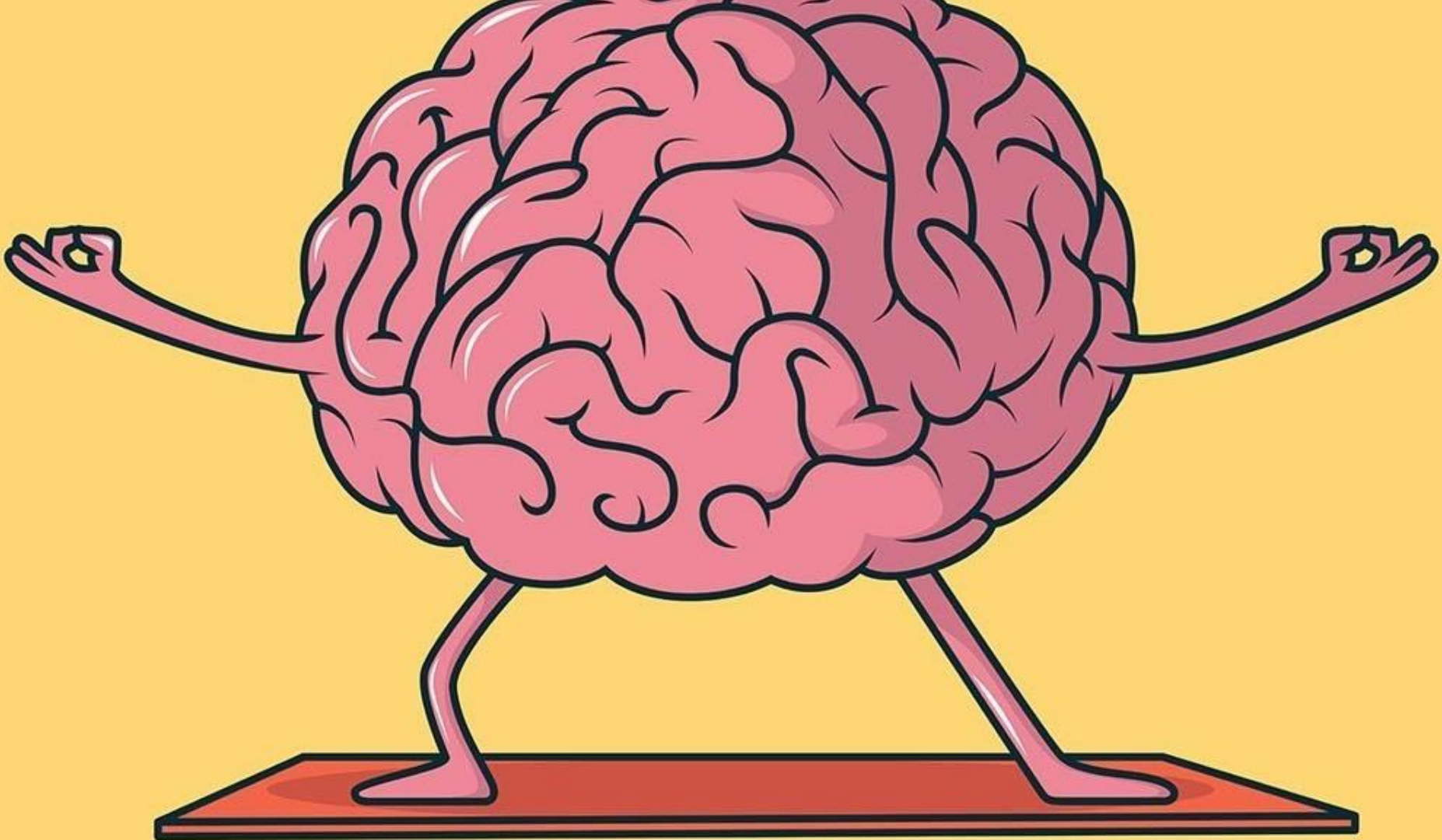






Mental Flexibility







The End



- Moving from old and stodgy to modern and fresh
- A pandemic, a merger and an old research and analytics department... What do they have in common? They are the impetus to change. Learn how the International Fresh Produce Association (IFPA) leveraged and modernized its global insights to increase its member value and its revenue. We will explore the new tools that were implemented, how we changed our processes and the results from our investments.
- Key take aways:
 - 1.Change is good but hard
 - 2.Simplicity is a beautiful thing but hard to achieve
 - 3.No one wants to read
- Topics Covered:
 - Assessing marketing research technology vendors
 - New techniques – qualitative and quantitative

