

FOR IMMEDIATE RELEASE

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## *Cal Poly's Packaging Program to Host Seminar on Packaging, Logistics and Food Safety*

SAN LUIS OBISPO — Cal Poly will host a packaging seminar designed to give fresh produce companies an edge in packaging, logistics and food safety on Sept. 9-10 at the Marriott Hotel in Monterey, Calif.

The “freshPACKmoves 2014” seminar and associated events will focus on packaging innovation, food safety and traceability, sustainable packaging solutions and cold-chain logistics for fresh perishables. Professor Jay Singh, director of Cal Poly's Packaging Program in the Orfalea College of Business, will lead the seminar in conjunction with Paul Singh, professor emeritus of Michigan State University's School of Packaging.

Panel sessions anchored in real-world applications and science-based insight will combine to provide deeper understanding of each topic. Participants will also have an opportunity to take “boots-on-the-ground” tours to major grower, packer and shipper operations in the Salinas area.

“Participants will have the opportunity to engage with fellow professionals and experts in their fields, sharpening their skill-set and benefiting from the wisdom of experience,” said Cal Poly's Singh. “This is where technical know-how and the evaluation of fresh packaging trends meet, and the participants can derive valuable takeaways for their business.”

The seminar, now in its second year, is especially suited to those responsible for translating perishable quality initiatives into packaging, supply chain, logistics and food safety solutions for their companies. Content will be geared toward product development directors, regulators, industry suppliers, transportation directors and operations managers.

To learn more and to register, visit [www.freshPACKmoves.com](http://www.freshPACKmoves.com), email [freshpackmoves@gmail.com](mailto:freshpackmoves@gmail.com), or call Professor Koushik Saha, seminar secretary, at 805-756-1677.

### **About the Orfalea College of Business and Cal Poly**

The Orfalea College of Business, one of six academic colleges at Cal Poly, is a nationally ranked, four-year, comprehensive public university in San Luis Obispo, halfway between San Francisco and Los Angeles on the Central Coast. Cal Poly is a distinctive learning community offering academically focused students a hands-on educational experience that prepares them for today's scientific and technical world. For more information, visit [www.cob.calpoly.edu](http://www.cob.calpoly.edu).



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