

Sightings



Say Produce!

Our most viewed e-newsletter!

SIGHTINGS glues readers' eyes to your advertising message! And here's why...

Year after year our Sightings newsletter proves to be the most-engaging digital product we have, sporting a **higher click rate** than any other e-newsletter we send out.



PRO*ACT
SUMMIT

April 13-15, 2026

Hilton Orlando Buena
Vista Palace

ORLANDO, FL

The Produce News is proud to partner with ProAct and to offer their exhibitors an exclusive, discounted opportunity to be highlighted at the show.

SPONSORSHIP PACKAGES

GOLD SPONSOR: ~~\$7,500~~

\$4,900

- ▶ **Leaderboard #1** in Sightings Newsletter
- ▶ **728x90 ad** at top of photo gallery on *TheProduceNews.com*
 - ▶ **Full page ad** preceding Sightings in *The Produce News*
- ▶ **Leaderboard ad** above all Sightings pages in *The Produce News*
 - ▶ **Team photo guaranteed** to run in *Sightings Newsletter* and *The Produce News*

SILVER SPONSORS: ~~\$4,500~~

\$3,100

- ▶ **Leaderboard #2, 3, 4, or 5** in *Sightings Newsletter*
- ▶ **728x90 ad** featured within gallery on *TheProduceNews.com*
- ▶ **Sponsor listing** on the bottom of photo Sightings in *The Produce News*
 - ▶ **Team photo guaranteed** to run in *Sightings Newsletter* and *The Produce News*

BRONZE SPONSOR: ~~\$2,850~~

\$1,700

- ▶ **Leaderboard #6** in *Sightings Newsletter*
- ▶ **728x90 ad** at end of gallery on *TheProduceNews.com*
 - ▶ **Team photo guaranteed** to run in *Sightings Newsletter* and *The Produce News*

* Static JPG images only. File size not to exceed 40K. Include url with ad submission.

#1 Leaderboard

THE
PRODUCE NEWS
Est. 1897 NYC

#2

SIGHTINGS



say green beans!



Trish James and Amanda Keefer of Healthy Family Project.

SEPC hosts Southern Innovations Welcome Reception

The Southeast Produce Council's Southern Innovations event is off to a hot start, with various social networking events. Taking place Wednesday, Sept. 10, to Saturday, Sept. 13, at the Charlotte Convention Center in Charlotte, NC, a big crowd was expected — and delivered. Last night's Welcome Reception included some activities and games, with a lot of different events as everybody was welcomed to Charlotte. Today will feature various educational sessions, leading into tomorrow's expo.

[SEE MORE](#)

#3



Justin Rowe and Jeff Cady of Northeast Shared Services.



Leona Neill and Nicole Lemming of Red Sun Farms.

#4



Tony Barreira of Fresh Taste Produce with Molly Edenfield of SEPC.



Ken Paglione and Emidio Cappussi of Mucci Farms.

#5



Stephanie Hilton of Lange Cos. and Mark Hilton, a past president of SEPC.



Blair and Brenda Greenhill of Nickey Gregory Co.

#6



Click [HERE](#) to view more photos

