



Office of Public Affairs  
Division of University Advancement

## News Release

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### Cal Poly Pomona Hosts Food Marketing Competition 100 Students to Taste Battle April 18-19

POMONA, Calif. — April 17, 2008— Cal Poly Pomona's College of Agriculture will host the 2008 Western Collegiate Food Marketing Competition on April 18 and 19. The general public is welcome to attend the event on **Saturday, April 19** from 9 a.m. to 5 p.m. in the Bronco Student Center.

About 100 students representing 12 universities or colleges from across the Western United States will be on hand for the competition that showcases sales, development and marketing skills needed in the food industry.

The year marks the fourth year of solid growth for the WCFMC. The competition has enabled students to have a forum to present a food product business plan, sharpen their presentation skills and experience the industry before entering the business world.

Colleges participating this year include California State University, Chico; Arizona State University; Colorado State University; New Mexico State University; California State University, Fresno; Cal Poly Pomona; Great Basin College; Cal Poly San Luis Obispo; Cosumnes River Community College; Chaffey Community College; and Rio Hondo Community College.

Event sponsors include the Western Association of Food Chains, the Illuminators Educational Foundation, the California Grocers Association Educational Foundation, Hidden Villa Ranch, Minute Maid, NuCal Foods, CROSSMARK and the Kroger Company.

For more information contact professor Nancy Merlino at [namerlino@csupomona.edu](mailto:namerlino@csupomona.edu) or go to [www.westerncfmc.com](http://www.westerncfmc.com).

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