



For Immediate Release



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PMCA's Supplier Exhibit to Feature Live Cocoa Tree Display
Including Fresh Cocoa Fruit and Flowers

January 13 2010, Bethlehem, PA – *Theobroma cacao* or the chocolate tree is native of the Amazon rainforest. This tree is exceptional because it is the only source of chocolate and cocoa butter in the world. It is now grown in the tropical regions of Africa, South East Asia, Central and South America. The beans produced by the cacao tree are a major commodity crop that helps to support millions of farmers and their families. As a tropical tree, cacao is not grown in the continental United States and can only be found growing in specialized greenhouses at botanical gardens, major research institutions such as Penn State and at some USDA research stations. During the 2010 Annual Production Conference, a multimedia presentation will provide visitors firsthand experience with a living, mature cocoa tree.

See the live tree bearing its flowers and the fruit of the gods....

.....from which all chocolate is made!

Exhibition Highlights:

- Live, mature cacao tree display with flowers and fresh growing fruit or pods
- Plasma screen display of cacao embryo and tree development
- Live display of lab generated cacao embryos and plantlets
- Live display of young germinated cacao plant
- Fresh cacao fruit tasting

The Cocoa Tree Exhibit will be displayed on Monday, April 26, 2010 from 12:30pm-5:30pm in the Great American Hall of the Hershey Lodge and Convention Center, Hershey, PA.

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About the Production Conference

The Annual Production Conference consistently draws a large, International audience and is geared toward those individuals responsible for production, operations management, Research & Development and Quality Control. Registration is open to anyone in the industry. The printed conference booklet, attendee registration forms and lodging information are available from the PMCA office or at www.pmca.com. For further information please contact the PMCA office at Tel (610) 625-4655, Fax (610) 625-4657 or email conference@pmca.com

About PMCA

PMCA is a non-profit international trade association in the confectionery industry whose goals are to provide open forums for the free exchange of technical information through its Annual Production Conference, to promote and direct basic and applied scientific research in the science of chocolate and confectionery through its Research Program at leading universities and to educate and train technical and manufacturing personnel worldwide through its Short Course Program. The organization was originally founded in 1907 as the Pennsylvania Manufacturing Confectioners' Association.

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