

PRODUCE INDUSTRY LEADERSHIP PROGRAM 2009 – 2010



OBJECTIVE

To develop produce industry professionals with the ability and desire to lead within their companies, their communities and the industry; to provide cohesion among industry sectors, with a strong link to agricultural production; and to provide a personal experience in shaping and leading public policy issues.



GOALS

Leadership Development

- Train with expert consultants, industry veterans and national leaders to meet and exceed professional and personal goals
- Develop skills to effectively lead, manage, and inspire

Business Relationships

- Build cohesion and understanding of all facets of the produce industry
- Establish important links and network with key industry professionals

Governmental and Public Affairs

- Experience first-hand the federal, legislative, and regulatory system in Washington, DC
- Learn about policy issues currently impacting the produce industry

Media and Public Communication

- Master techniques of public speaking
- Learn how to handle crisis communication and work effectively with the media



PARTICIPANTS

Participants are selected in a confidential process by an independent committee of the United Fresh Board and leadership alumni. Each class includes 12 individuals. Eligibility is limited to representatives of United Fresh member companies, and all candidates must have the support of their companies to participate.

CLASS PROFILE

Individuals are chosen from a broad cross-section of the produce industry, reflecting the breadth of United Fresh's membership. The Committee strives to achieve balance considering multiple factors, including industry segment, commodities represented, business size and type, and geographic location. While there is no age requirement, by definition the Leadership Program involves individuals with a demonstrated commitment to the produce industry.

2009 – 2010 PROGRAM CALENDAR

Applications for the 2009 - 2010 Program must be received by March 2, 2009, and candidates will be notified after April 1, 2009.

June 21-26, 2009

September 9-14, 2009

February 18-22, 2010

Central-Northern, CA

Washington, DC & Wilmington, DE

Culiacan, Mexico

The class will also convene for their graduation ceremony at the 2010 United Fresh Convention in Las Vegas, NV. Candidates must commit to participation in the entire program, including attendance at all events and completion of any reports and/or evaluations. There will be approximately 21 program days throughout the year-long program. This requires a personal commitment and company commitment.

COST

United Fresh will reimburse all regular expenses for Leadership Program participants. Program participants are responsible for standard convention expenses for the 2010 United Fresh Convention, including registration.

ADMINISTRATION

The Leadership Program is a special project of the United Fresh Research & Education Foundation through an exclusive grant from DuPont Crop Protection. All United Fresh members are eligible to apply. United Fresh reserves the right to evaluate all Associate member applications with regard to the competitive position of the sponsoring company.



For application forms or more information about the Produce Industry Leadership Program, visit www.unitedfresh.org or contact United Fresh at (202) 303-3400 or email: info@unitedfresh.org.

