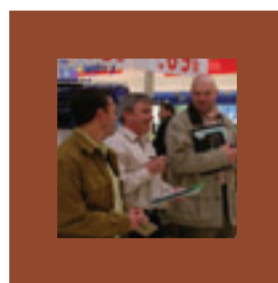


EXPERIENCE A DYNAMIC LEARNING ENVIRONMENT, INTERACT WITH INDUSTRY LEADERS

The Produce Executive Development Program is about learning, generating ideas and sharing the unique perspectives of its diverse group of participants. A maximum class size of 40 ensures a dynamic yet intimate learning environment. Cornell's instructors take a holistic approach to teaching, using interactive learning, group activities and case studies to drill down into key topics. Most importantly, the course doesn't take a one-size-fits-all approach, but instead is tailored to fit the unique goals of its participants.

WHO ATTENDS THE EXECUTIVE PROGRAM?

This program is designed for mid- to senior-level produce executives, including Presidents, CEOs, Sr. Vice Presidents, Vice Presidents, Directors and others with management experience. More important than job title, however, are job responsibilities. If you are in a leadership position, under consideration for a leadership position, and/or involved in your company's strategic planning and execution, this course is for you.



LEARN FROM THE BEST

Cornell University's Food Industry Management Program is world-renowned for its teaching, research and executive education, with program alumni from many of the world's leading produce, retail and food companies. Throughout the five days, participants will learn straight from Cornell's top instructors and special guest lecturers, taking part in engaging discussions, collaborative case studies and hands-on applications.



United Fresh Research & Education Foundation
1901 Pennsylvania Avenue, NW • Suite 1100
Washington, DC 20006
202 303 3400 • fax 202 303 3433

THE 2010 UNITED FRESH PRODUCE EXECUTIVE DEVELOPMENT PROGRAM

Developed in Partnership with Cornell University

AN IVY LEAGUE EDUCATION, EXCLUSIVELY DESIGNED FOR PRODUCE EXECUTIVES



ABOUT UNITED FRESH RESEARCH & EDUCATION FOUNDATION

Founded in 1998, the United Fresh Research & Education Foundation is a 501(c)(3) not-for-profit organization offering specialized programs to meet members' needs in educational training, leadership development, food safety outreach and industry research. Foundation programs are designed to promote knowledge, leadership and growth in the produce industry. The Foundation is an affiliate organization of the United Fresh Produce Association.

"Put simply, this is a great program. Not only does it bring industry leaders together to exchange ideas, opinions and theories, it also creates a vital network of relationships that will last a lifetime."

- Brian Slagel, Director Business Development, Sunkist Growers, Inc., Class of 2009

ABOUT CORNELL UNIVERSITY

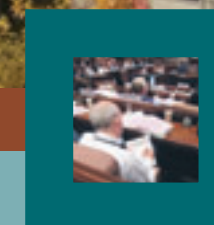
Cornell University, a member of the Ivy League, is home to about 14,000 undergraduate and 7,000 graduate students who study under the guidance of over 3,000 faculty members, many of whom are internationally-recognized authorities in their fields. Cornell is located in Ithaca, New York, on a 750-acre campus surrounded by gorges and with views of Cayuga Lake, one of the 11 lakes that make up the Finger Lakes region of New York, which is renowned for its vineyards and scenery. Together, Cornell University and the Ithaca area form an outstanding environment in which to learn and relax.



Cornell University
Food Industry Management Program

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MARCH 14-19, 2010

Cornell University Statler Hotel & Executive Conference Center
Ithaca, NY

RECENT PARTICIPATING COMPANIES

Allegiant	Field Fresh Foods, Inc.	McEntire Produce	Sinclair Systems International, Inc.
Andrew & Williamson Fresh Produce	FMC Technologies	Northwest Horticultural Council	Southern Specialties, Inc.
Black Gold	Food Lion, LLC	Nunhems	Sunkist Growers, Inc.
Blue Book Services, Inc.	Gemcon Food and Agriculture Products Ltd.	Ocean Mist Farms	Syngenta Seeds, Inc.
C. H. Robinson Worldwide, Inc.	Giro Pack, Inc.	Paramount Citrus	Taylor Farms
Cabbage, Inc.	Gold Coast Packing Company, Inc.	Pear Bureau Northwest	The Giumarra Companies
Ciruli Brothers	Great West Produce, Inc.	Potandon Produce, LLC	The Tom Lange Company, Inc.
Convenience Foods Pty.	Green Giant Fresh	Red Jacket Orchards	Torrey Farms, Inc.
Domex Superfresh Growers	Hass Avocado Board	River Ranch Fresh Foods, LLC	Valley Harvesting & Packing, Inc.
Driscoll's	John Deere Agri Services	Rosemont Farms Corporation	Wada Farm Marketing Group
Duda Farm Fresh Foods, Inc.	L & M Companies	Sage Marketing	Washington Apple Commission
Eurofresh, Inc.	Markon, Inc.	Seald-Sweet LLC/Uni-Veg Group	

INVEST IN YOURSELF, YOUR BUSINESS, YOUR SUCCESS

Today's turbulent business climate calls for thoughtful and decisive executive leadership. To excel in today's competitive industry, successful executives must stay on top of the **latest business trends**, master the skills to **navigate economic challenges** and learn effective tools to **advance their companies**.

That's where the **United Fresh Produce Executive Development Program** comes in. Developed in partnership with the esteemed Cornell University Food Industry Management Program, the Produce Executive Development Program is the premier forum for industry leaders to sharpen their executive skill set.

This five day course takes participants through a unique learning experience characterized by cutting-edge theory, industry best practices and thought-provoking discussions about critical business issues affecting the global produce industry.



"I walked away with practical lessons and keen insights I can apply directly to my business. This program provides the perfect balance of business skills development and personal growth."

- Bob Meek, CEO, Wada Farms, Class of 2009

A CUSTOMIZED CURRICULUM FOR TODAY'S PRODUCE EXECUTIVES

The Produce Executive Development Program is an intense five-day program that focuses on issues critical to both personal development and the larger challenges and opportunities faced by today's executives.

Each day's sessions are augmented with guest speakers, case study exploration, working groups and discussion. Prior to the program, attendees will complete personal assessment tools to help ensure a customized course experience and personalized feedback.

Some of the topics to be covered at the 2010 course include:

Executive Leadership

- Explore the paradigms of executive leadership and how they differ from management strategies
- Gain first-hand insight into leadership success (and failure) and key challenges that executives face today

Today's Food Retailing & Foodservice Climate

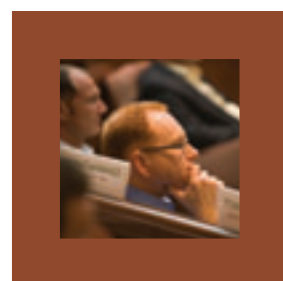
- Examine what's really happening in today's retail and foodservice industries and the potential implications and opportunities for the produce industry

Competitive Strategy

- Learn how strategy is inherently different than operational effectiveness
- Discover why executives must master this concept to ensure sustained, maximized performance

Team Dynamics and Decision Making

- Uncover what it takes to develop a high performance team to maximize a company's effectiveness
- Find out which elements are the most critical for success - and how to avoid pitfalls that stall performance



A Survival Guide to Financial Planning

- Take a step-by-step analysis of key financial areas, including: Income Statement, Balance Sheet, Statement of Cash Flows, and Discounted Cash Flow Analysis, as well as capital decision-making and company valuation
- Discover what the data tells us - and doesn't tell us - about the financial status of a firm

Work/Life Balance: The Power of Sleep

- Find out what impact sleep - and lack thereof - can have on executive performance, including the 70 million Americans who are sleep deprived
- Learn how to stop making crucial business decisions in an impaired state

Negotiation & Conflict Resolution

- Master negotiation skills and how to make a persuasive case and marshal the resources to carry out the strategy
- Find creative and effective resolutions to conflicts

Leading Through Change

- Change is a normal part of today's workplace, but can be unnerving to even the most solid employees
- Learn the concepts and skills necessary to lead through change and use it to the greater benefit of the company



"This course provides first-class programming and thought-provoking discussions on real-world issues. It digs deeper, makes you think broader and challenges your traditional way of thinking. The diversity of course participants topped off the seminar. I gained friends and reliable business resources."

- John Nordgaard, Vice-President of Operations, Black Gold, Class of 2009

Strategies for Growth in Entrepreneurial Environments

- Learn why entrepreneurs take risks, create new markets, and use organizational flexibility to gain market share
- Find out which entrepreneurial strategies are best for produce businesses

Supply Chain Simulation

- Gain firsthand experience managing inventories and how one individual's decision can impact overall performance
- Learn why rational decision-making can lead to suboptimal performance in an environment where collaboration is absent

Produce Industry Forecast for the Future

- Create a consensus forecast for the future of the industry
- Develop strategies that will allow firms to cope with and be prepared for what's to come

Understanding Your Executive Leadership Style

- Through a customized assessment, analyze your personal type of executive leadership
- Develop a better understanding of your strengths and weaknesses as an executive

QUESTIONS?

Contact the United Fresh Education Department at 202-303-3400 or jjacocks@unitedfresh.org.

TUITION

Tuition for the five-day Produce Executive Development Program **includes five nights lodging** at the Statler Hotel, all classroom sessions and materials, tours, lunches, several special dinners, completion certificate and group photo.

	BEFORE January 15, 2010	AFTER January 15, 2010
United Fresh Member:	\$4,995	\$5,500
Non Member:	\$7,995	\$8,500

REGISTRATION & HOTEL INFORMATION

To register for this program, complete the enclosed application for admission or download an application at www.unitedfresh.org. Register before January 15, 2010 to take advantage of discounted tuition rates. Space is limited, so don't wait to invest in your success – register today!

Your tuition includes accommodations for five nights at the Statler Hotel, a 150-room hotel located in the center of the Cornell campus. Upon registration, hotel reservations will be made for you at the Statler Hotel for the nights of Sunday, March 14 – Thursday, March 18, 2010.

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