

# PRODUCE INDUSTRY LEADERSHIP PROGRAM 2012 – 2013

Sponsored by: 



## PROGRAM OBJECTIVE

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



## PROGRAM 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**

Each class of 12 fellows is selected in a confidential process by an independent committee of the United Fresh Board members and leadership alumni. 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 to reflect the breadth of United Fresh's membership. The Committee strives to achieve balance while 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.

## **2012 – 2013 PROGRAM CALENDAR**

Applications for the 2012 - 2013 Program must be received by March 2, 2012, and candidates will be notified prior to the 2012 United Fresh convention.

**June 24-29, 2012**

**October 1-7, 2012**

**January 28-February 2, 2013**

**Central California**

**Washington, DC & Wilmington, DE**

**Southern Florida**

The class will also convene for their graduation ceremony at the 2013 United Fresh Convention.

Candidates must commit to participation in the entire program, including attendance at all events and completion of any reports or assignments throughout the program year. There will be approximately 19 travel days throughout the year-long program. Participation in the Program requires a significant 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 2013 United Fresh Convention, including registration.

## **ADMINISTRATION**

The Leadership Program is a special project of the United Fresh Foundation's Center for Leadership Excellence through an exclusive grant from DuPont Crop Protection. All United Fresh members are encouraged to apply, but 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](http://www.unitedfresh.org) or contact United Fresh at (202) 303-3400 or email: [info@unitedfresh.org](mailto:info@unitedfresh.org).**