

United Fresh Campaign to Grow Produce Power in Washington

The fresh produce industry needs your help!

Support United's Produce Power Fund in our battle to convince Congress and Administration officials to support the future of our industry.



A new Administration and Congress mean new opportunities, but these also mean new challenges for our industry such as potentially harmful legislation in food safety, labor laws and more. With new players who simply don't know or understand our industry's views on key policy issues, it is more important than ever to support the **United Fresh Campaign to Grow Produce Power in Washington**.

2009 CRUCIAL CHALLENGES:

1. **Preserve the Right to a Secret Ballot:** "Card-check" legislation would deny employees secret ballot voting on union formation. There is overwhelming support in the House of Representatives and a promise from President Obama to sign this bill. Our future hinges on just a few Senators in key states. We need hard cash to take our message to states where agriculture may not rule, but every child and family needs access to affordable fresh fruits and vegetables.
2. **Promote Strong, Scientific Food Safety Policy:** There's no question that food safety reform is coming. That train has left the station and it's headed straight for fresh produce, with farm-level rules, traceability mandates, import regulations, and much more. Having led the industry in our call for consistent, science-based standards for several years, United is well-positioned to shape the ultimate food safety rules. But again, with new players at the table, we need to educate the leaders who have our industry's future in their hands.
3. **Provide a Salad Bar in Every School:** Congress is debating the standards for the next five years of school lunches. Research shows that children with access to a variety of fresh fruits and vegetables choose more, eating as much as one whole additional serving of fresh produce. Adding a salad bar in every school will help our nation grow produce consumption, combat childhood obesity and instill a lifetime love of fruits and vegetables in our children. Following our huge success in expanding the Fresh Fruit and Vegetable School Snack Program nationally – with over \$1 billion committed to fresh produce snacks in schools – we're working to make 2009 the year of the school salad bar! We can make a difference in the battle against childhood obesity – but we need your financial support to carry that message to Congress!

We recognize that your company may have specific policy priorities. Please choose to which program you wish to direct your support, or you can make an unrestricted contribution. Your investment in United Fresh's government relations program literally returns *billions of dollars* to the fresh produce industry, and we're grateful for your support!



Tom Lovelace
Chairman of the Board
Executive Vice President
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Emanuel Lazopoulos
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Get Involved Today – Invest in The Future of Our Industry!

United Fresh Produce Association
Campaign to Grow Produce Power in Washington
Pledge Form

SUPPORT THE PRODUCE POWER FUND TODAY!

Contributions to the *2009 Campaign to Grow Produce Power in Washington* will be allocated exclusively to work on the three issues below. Please indicate whether you would like your contribution directed to one specific issue, or allocated to any or all three priorities:

Please direct my support exclusively to the issue(s) checked below:

_____ *Preserve the Right to a Secret Ballot*

_____ *Promote Strong, Scientific Food Safety Policy*

_____ *Provide a Salad Bar in Every School*

_____ Please allocate my support to all three priorities.

Name: _____

Company: _____

I pledge the following amount to support *United's 2009 Campaign to Grow Produce Power*:

_____ \$10,000 _____ \$5,000 _____ \$2,500 _____ \$1000 _____ \$500

Method of Payment

Online payment available at www.unitedfresh.org/producepower

Check*

Please Invoice

Credit Card

Credit Card #: _____ CVV #: _____ Exp.: _____

Name on Card: _____ Signature: _____

**Please make checks payable to United Fresh Produce Association.*

**Thank you for your commitment and investment
in the future growth and profitability of our industry!**
**Please return this form with your contribution to the address below,
or fax to Angela Bezon, 202-303-3430.**