



## **News Release**

**For Immediate Release: January 7, 2009**

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### **Global Conference on Produce Food Safety Standards Will Address Key Industry Issues**

*Inaugural Conference Immediately Follows United Fresh 2009*

**Washington, D.C.** - In response to a heightened global awareness of food safety issues, the United Fresh Research & Education Foundation is hosting a new [Global Conference on Produce Food Safety Standards](#) to tackle the critical issues of produce industry audits and harmonization, immediately following the [United Fresh 2009](#) show, April 21-24 in Las Vegas, Nev.

While both the Conference and United Fresh 2009 will be held at the Sands MegaCenter in Las Vegas, the Conference is separate from the convention. However, all registered Conference attendees will receive free access to both the [FreshTech](#) and [Fresh Marketplace](#) expos, April 21-24.

Dr. David Gombas, United Fresh senior vice president for food safety and technology, anticipates a wide range of major retail and restaurant chains, fresh-cut processors, and grower shippers to participate in the conference. "We are extremely excited to host this crucial summit on what has become an extremely important issue," Gombas said. Government agencies and auditing bodies expected to participate include the U.S. Food and Drug Administration, U.S. Department of Agriculture (USDA), Global Food Safety Initiative (GFSI), GlobalGAP, Safe Quality Food (SQF), British Retail Consortium (BRC) and others.

United Fresh Chairman Tom Lovelace echoed Gombas' enthusiasm. "One of the biggest challenges facing our industry globally is the multitude of different and often conflicting audits, at both the farm and processing level. For the first time, this conference will bring together major auditing bodies and government agencies with grower-shippers, processors, retailers and foodservice companies to compare and contrast different audit programs and discuss benchmarking and harmonization among all of these programs."

Conference registration is available online at [www.unitedfresh.org](http://www.unitedfresh.org) and individuals who register for both the United Fresh convention and the *Global Conference on Produce Food Safety Standards* will receive substantial discounts.

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**United Fresh Produce Association** is the pre-eminent trade association for the produce industry in managing critical public policy issues; shaping legislative and regulatory action; providing scientific and technical leadership in food safety, quality assurance, nutrition and health; and developing educational programs and business opportunities for members to better meet consumer needs for increased consumption of fresh produce. Founded in 1904, United Fresh represents the interests of member companies from small family businesses to the largest international corporations throughout the global fresh produce supply chain, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. For more information, visit [www.unitedfresh.org](http://www.unitedfresh.org)