

## FreshPlaza: Global Fresh Produce and Banana News



**WorldFood Moscow**  
18th International  
Exhibition for Food  
and Drink Products



**ASIA FRUIT LOGISTICA**  
Hong Kong,  
2 - 4 Sept  
2009

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*New Expo to Showcase Innovations in Food Safety, Traceability, Logistics and Nutrition*

### Critical Need for Solutions Drives Launch of United Fresh Management Resource Center

The United Fresh Produce Association announced today the creation of the Management Resource Center, which is designed to drive business solutions in the areas of traceability, food safety, sustainability, nutrition and more. The Center will be showcased in conjunction with the United Fresh Washington Public Policy Conference this September.



"Right now, lawmakers and regulators are considering changes that can have immense impact on the produce industry," said Robert Guenther, Sr. Vice President, Public Policy, United Fresh. "With these changes come challenges and opportunities, and our Management Resource Center brings industry leaders and solutions together during the industry's premier public policy gathering."

The Center capitalizes on the resounding success of United's Traceability Demonstration Center at the United Fresh 2009 show in Las Vegas, by addressing critical industry needs with specific, tangible solutions. The center will host providers from the fields of food safety, traceability, health and nutrition and crisis communication, among others.

"Today's produce industry faces large-scale challenges at nearly every turn," said United President and CEO Tom Stenzel. "From finding a cost-effective traceability partner to employing a viable and legal workforce, the Management Resource Center will be a place for members of our industry to equip themselves with the tools to address these priorities."

In addition to the Management Resource Center, the annual Washington Public Policy Conference will provide a wide range of policy-oriented activities for attendees, including visits to more than 140 members of Congress, a town hall meeting with the U.S. Food and Drug Administration and a special briefing with the Obama administration.

For more information on the Management Resource Center, please contact United Vice President of Convention and Industry Relations John Toner at 202-303-3400 ext. 424, and for more on the Washington Public Policy Conference, please contact Angela Bezon at 202-303-3400 ext. 416.

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#### Other news in this sector:

- 6/10/2009 Colombia: Coca-Cola Femsa announces investment for 2009
- 6/10/2009 POM Wonderful settles lawsuit against Fresherized Foods, Inc.
- 6/10/2009 Purshade enhances crop quality, improves marketable yield for North Carolina grower
- 6/10/2009 China Agritech, Inc. signs 6-year marketing and distribution agreement with Odyssey International Trading Group
- 6/10/2009 AU: Capital raising set to progress
- 6/10/2009 Australia: AUSPACK 2009 launch new products
- 6/10/2009 US: Jamba Juice giving back, one smoothie at a time
- 6/9/2009 Crop Microclimate Management Launches Second Generation Stress Management Product
- 6/9/2009 US: Ocean Mist Farms raises money for cancer research
- 6/9/2009 US: Sunsweet introduces new antioxidant blend, a delicious blend of high antioxidant fruits
- 6/9/2009 Greenhouse builder Van der Hoeven active in France

#### Announcements

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#### Job offers more »

European Reefer Logistics Sales Manager  
Sales and Commercial Director – FMCG Sector  
Sales & Procurement Manager  
Gestor Regional de Vendas, Angola - África  
Cadre Commercial Confirme  
Experienced produce traders  
Regional Sales Manager  
Export sales representative  
Post Harvest Operations Manager – Flowers. Based Kenya  
Business Development Managers

#### Specials

Summer Fruit  
Greenhouse Vegetables  
Soft Fruit  
Top fruit SH  
Organics  
Exotics  
Fruit Logistica  
Citrus  
Top fruit NH  
Summer Fruit

#### Recent comments more »

Kenya starts greenhouse tomato farming (72)  
India: Greenhouse to end farming blues (2)  
Packaging Automation seals safe deal for supermarket fruit (1)  
Russian importers interested in DNE's grapefruit (2)  
Safmarine starts multi-purpose service between Asia and West Africa (1)  
Kenya: Mushroom farmers to benefit from value addition (5)  
Fighting Philippine banana imports (1)  
Van der Lans sells South African business to Unichoice (1)  
Bangladesh : Strawberry farming to sweeten economy (36)  
Cashew nut cultivation picking up in Indian state of Assam (1)

#### Top 5 - yesterday

Greenhouse builder Van der Hoeven active in France  
Fort Lauderdale Woman Wins "Free Groceries for a Year" at Publix  
The melon campaign is facing lower prices and a fall in consumption  
Chilean growers in alliance with Peruvian partners to reach new markets  
US: Mechanical asparagus harvester gets test run at Franklin County farm

#### Top 5 - last week

Sunkist is optimistic about their Power Orange  
 Delicious Indian mangoes make their way into the US market  
 Royal van Namen declares bankruptcy  
 Ben-Dor Fruits of Yesod Hama'ala launches a Gourmet Fruit Line  
 Mastronardi Adds European Sensation 'Kumato Tomato' To Sunset Brand

#### Top 5 - last month

20 Ontario Greenhouse Growers Amalgamate Operations  
 Village Farms embraces sustainability with Hydroperfect™  
 Great number of international exhibitors at CPMA 2009  
 Japanese fashion designers make lingerie from vegetables  
 Europe: Euro approaches 7-week high on rate outlook, china investment

#### Remaining news

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Fiat Completes Acquisition of Chrysler Assets - New York Times  
 First thoughts: Mr. Deeds - msnbc.com  
 Iran's Rafsanjani seeks Ahmadinejad censure - BBC News  
 Clinton urges N Korea to free US journalists - ABC Online  
 Brown Steps Up UK Parliament Reforms as Popularity Slumps - Bloomberg  
 Sotomayor: We have a date - msnbc.com  
 Senate Panel's Offshore Drilling Endorsement Creates Wild Card on ... - New York Times  
 Urban Search and Rescue Teams Activated For Conagra Plant Collapse ... - Firefighter Hourly  
 Canada Posted Unexpected Trade Deficit in April as Exports Fell - Bloomberg  
 Procter & Gamble Names McDonald to Succeed Lafley as CEO - Wall Street Journal  
 BEFORE THE BELL: US Stk Futures Up On US, China Optimism - Wall Street Journal  
 Apple iPhone 3G S Dilemma: To Upgrade Or Not? - InformationWeek  
 Virgin Mobile Launches Prepaid Broadband - PC Magazine  
 China Faces Criticism Over Computer Filtering Plan - New York Times  
 Adam Lambert in His Own Words: Sexuality, Kris Allen and Life ... - Rolling Stone

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#### Economic news

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Fiat Completes Acquisition of Chrysler Assets - New York Times  
 Canada Posted Unexpected Trade Deficit in April as Exports Fell - Bloomberg  
 Procter & Gamble Names McDonald to Succeed Lafley as CEO - Wall Street Journal  
 BEFORE THE BELL: US Stk Futures Up On US, China Optimism - Wall Street Journal  
 Citigroup Begins \$58 Billion Conversion of Preferred Shares - Bloomberg  
 NYMEX-Crude hits 7-mo. high on supply draw, dollar - Reuters  
 Home Depot: Earnings flat or down 7% for '09 - Bizjournals.com

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#### Exchange rates

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USD: 1.4102  
JPY: 138.03  
GBP: 0.85830  
AUD: 1.7387  
BRL: 2.7136  
CAD: 1.5500  
CNY: 9.6365  
NZD: 2.2257  
ZAR: 11.3326

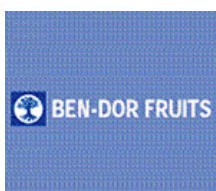
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