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New expo to showcase industry issues

[Carl Collen](#) | 10 June 2009 | [Print](#) | [Download](#) | [Comment](#) | [Share](#)

United Fresh has created the Management Resource Centre to drive business solutions in the fresh produce industry

A new expo to highlight innovations in food safety, traceability, logistics and nutrition – the Management Resource Centre – has been created by the United Fresh Produce Association, in a bid to drive home crucial amongst fresh produce industry players in the US.

"Right now, lawmakers and regulators are considering changes that can have an immense impact on the produce industry," said United Fresh sr. vice-president of public policy Robert Guenther. "With these changes come challenges and opportunities, and our Management Resource Centre brings industry leaders and solutions together during the industry's premier public policy gathering."

The Centre, which will be showcased in conjunction with the United Fresh Washington Public Policy Conference in September, looks to address these critical industry needs with specific solutions, and will host providers from the fields of food safety, traceability, health and nutrition and crisis communication.

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

Meanwhile, the Washington Policy Conference, which is seen as key in helping political leaders support industry priorities, will see major issues discussed such as the promotion of strong scientific food safety policy, preserving fair labour laws and providing healthy foods for schools.



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