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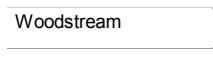
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## Critical Need for Solutions Drives Launch of United Fresh Management Resource Center

6/11/2009



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WASHINGTON, D.C. – The United Fresh Produce Association announced this week 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, senior 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 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, 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.

Thursday, June 11, 2009

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