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High exhibitor interest reported for United Fresh policy event

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The United Fresh Produce Association has found unexpected high early exhibitor interest in its Management Resource Center scheduled for the organization's upcoming Washington Public Policy Conference.



United Fresh has 21 companies signed on to exhibit through table-top and small informational displays for two days at the start of the Sept. 9-11 Washington, D.C. yearly policy gathering.

During its first incarnation, produce industry leaders and managers visiting the center are expected to learn about solutions to traceability, food safety and sustainability challenges.

"Our members attending WPPC will find a great array of business solutions from the 21 companies signed up thus far," John Toner, United Fresh's vice president of convention and trade relations, said in a news release.

"The resource center features companies and government agencies that can help guide the way through complex issues ... and will foster a great deal of personal interaction among attendees and sponsors," he said. "We encourage other solution providers to take advantage of this cost-effective opportunity to meet with a wide cross-section of produce industry leaders."

Up to 350 produce executives are expected to attend the conference, which also features meetings of United Fresh's board and its four market segment boards that serve grower-shippers, wholesalers-distributors, fresh-cut processors and retail-foodservice sectors.

United Fresh's government relations, food safety and technology, and supply chain logistics councils are also set to meet.

Agriculture Secretary Tom Vilsack is scheduled for the conference's keynote address.

United Fresh members are also planning to march on Capitol Hill to visit congressional offices and participate in a town hall meeting with the Food and Drug Administration.

More information on the event can be found at [United Fresh](#).

Tags: [food safety](#), [legislation](#), [traceability](#), [United Fresh](#)

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That's great news! The conference has always been the BEST KEPT secret in the industry when it comes to actually doing work that makes a difference in the industry. I am personally glad that there will be business value at the event in form of a solutions expo.

If you in senior management at your company, this is THE one event to attend all year.



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