

United Fresh Produce Association

Congressional Visits Webinar

September 2, 2009

2:00 pm – 3:00 pm



WASHINGTON PUBLIC POLICY CONFERENCE

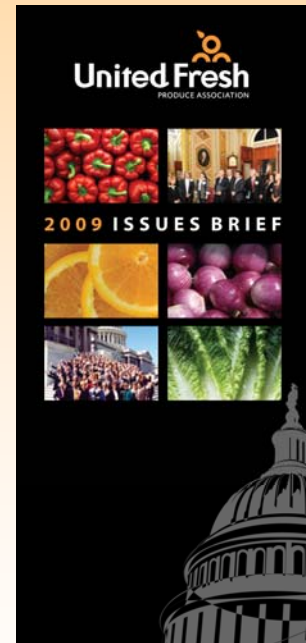

United Fresh
PRODUCE ASSOCIATION

Congressional Visit Webinar

- **ONLY 1 Week Away!!!**
 - Logistical information to get you ready
 - General overview for congressional visits
 - Review of Hill Basics
 - Issues Discussion
 - Q & A Discussion

Congressional Visit Webinar

- **Comprehensive Training for Hill Visits**
 - Issue Paper (www.unitedfresh.org/programs/wppc)
 - Today's Webcast Presentation
 - Grassroots Training Seminar
 - Public Policy in Washington Session
 - Congressional Visiting Briefing Material



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- **Basic Setup for Congressional Visits**
 - Thursday, September 10 (2:00 pm – 5:00 pm)
 - 5 Priority Issues
 - 25-30 Produce Industry Teams
 - Team Leaders/Captains
 - Each team will participate in 3-5 meetings (130-140 Congressional Visits total)
 - 30 minute meetings
 - Visiting House and Senate Offices

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- **Congressional Briefing Material**
 - Congressional Visit Guide
 - Issue Brief Policy Paper
 - Map of the Capitol Hill
 - Congressional Talking Points Card

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- **Visiting Capitol Hill**
 - Plan to:
 - o Try and stay on time for your visits
 - o Focused, Factual, Informative
 - o Ask Questions & Follow-up
 - o Make a Request
 - o Congressional Staff – Important Allies

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- **Policy Issues**

- Provide a Salad Bar in Every School
- Ensure a Legal and Stable Workforce
- Maintain Balance Between Employers and Labor in the Workplace
- Reinstate the Mexican Cross-border Truck Safety Pilot Program
- Promote a Strong, Scientific Food Safety Policy

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Provide a Salad Bar in Every School

Dr. Lorelei DiSogra, Ed.D, R.D.
Vice President for Nutrition & Health

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- **Salad Bar in Every School (Background)**
 - By law, school meals must be consistent with the 2005 Dietary Guidelines. However, currently they contain less fruits & vegetables than recommended.
 - Congress reauthorizes all child nutrition programs every 5 years and will take up child nutrition legislation in the next 6 months
 - Research shows that children with access to a variety of fresh fruits and vegetables eat more.
 - School Salad Bars are the simplest and most direct way to increase student's access to and consumption of fresh fruits and vegetables

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- **Salad Bar in Every School (Challenge)**
 - The Child Nutrition Act is the opportunity for the produce industry to ask Congress to improve the healthfulness of school meals by increasing access to fresh fruits and vegetables and salad bars in every school.
 - The White House and USDA have highlighted the need to increase access to fresh fruits and vegetables in school meals with the President requesting \$1B/yr to improve child nutrition programs.
 - There are many competing interests in child nutrition reauthorization with a long list of policy changes that will impact our federal feeding programs. Most of these groups do not have increasing access for fruits and vegetables as their top priority.

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- **Salad Bar in Every School (Action)**
 - Tell Congress to ensure that Child Nutrition Act includes a “National School Salad Bar Policy”
 - School Salad Policy directs USDA Secretary:
 1. To promote salad bars to schools as an evidence-based strategy to increase kids consumption of fresh fruits and vegetables
 2. Assist schools with implementation by providing training and incentives
 - Ask your Member of Congress to Champion Fruit and Vegetable priorities in the CNR.

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Provide a Salad Bar in Every School

Questions & Discussion

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Ensure a Legal and Stable Workforce “Card Check” Mexican Truck Pilot Program

Kam Quarles
Vice President, Government Relations

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- **Legal and Stable Workforce (Background)**
 - No significant action has occurred on immigration reform since a brief effort in the summer of 2007.
 - However, enforcement actions are increasing in frequency and putting tremendous strain on individual producers who are attempting to comply with conflicting laws and regulations.
 - Senator Dianne Feinstein and Congressman Howard Berman have introduced AgJOBS, an agriculture industry-focused package of reforms designed to provide a stable, competitive workforce.

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- **Legal and Stable Workforce (Challenge)**
 - The produce industry is in a labor crisis.
 - The produce industry is dependent upon foreign workers to perform the essential functions necessary to keep the industry healthy and vibrant.
 - The U.S. system of immigration laws is conflicting, outdated and does not respond to today's marketplace.

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- **Legal and Stable Workforce (Action)**

- Urge Members of Congress to support an immediate legislative solution consistent with the goals and objectives of AgJOBS.
- Any legislative solution for immigration reform must contain the following elements:
 - o Sound agriculture provisions
 - o Pragmatic temporary worker programs
 - o Realistic approach to the current undocumented workforce in the U.S.
 - o Reasonable employment verification requirements

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Ensure a Legal and Stable Workforce

Questions & Discussion

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Balance Employer and Labor Relations in Workplace

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- **Employer and Labor Relations (Background)**
 - The Employee Free Choice Act (EFCA) – commonly referred to as “card-check” would have a negative impact as it would eliminate federally overseen secret ballot elections for establishing a union as a collective bargaining representative.
 - Beyond eliminating the secret ballot, it would impose a mandatory first contract upon all parties without their consent.
 - United Fresh Board of Directors has approved a resolution that strongly opposes the objectives of the EFCA. In addition, United Fresh has spearheaded a coordinated response against this legislation through coalition leadership and an aggressive grass-roots campaign.

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- **Employer and Labor Relations (Challenge)**
 - The Employee Free Choice Act would undermine the balance between employer and union leadership interest
 - The fate of card check legislation rests in the hands of just a few U.S. Senators. 60 Senate votes is the *magic* number.
 - There is an effort on Capitol Hill to develop “compromise” legislation on card check which has breathed life into the debate over this legislation

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- **Employer and Labor Relations (Action)**
 - Urge Members of Congress to oppose any effort to modify the current secret ballot election system.
 - Secret ballots are part of our democratic process electing Members of Congress, the President, and other elected public officials. Why wouldn't they be appropriate for the workplace?
 - The National Labor Relations Act has been in existence for over 74 years and has lasted through many economic downturns. The current economic climate does not mean we need to throw out a stable, time-tested, and fair process.

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Balance Employer and Labor Relations in Workplace

Questions & Discussion

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Reinstating Mexican Truck Safety Pilot Program

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- **Mexican Truck Pilot Program (Background)**
 - For several years, the U.S. has been in violation of its NAFTA commitments to allow Mexican trucks full access to enter the country.
 - In 2007 the Bush Administration set up a pilot program which would allow Mexican trucks to enter the United States and deliver goods to customers.
 - Early this year, Congress struck funds for safety program that allowed limited access for Mexican trucks to enter the country.

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- **Mexican Truck Pilot Program (Challenge)**
 - Since action by Congress, the government of Mexico has responded with over \$2 billion in retaliatory tariffs
 - Many of the products on the retaliation list are from the fresh produce sector.

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- **Mexican Truck Pilot Program (Action)**
 - Inform Members of Congress of the economic damage that is occurring to the produce industry as a result of this crisis.
 - Urge Members of Congress to allow the DOT to reinstate an acceptable safety program to allow Mexican trucks to enter the country.

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Reinstating Mexican Truck Safety Pilot Program

Questions & Discussion

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Promote a Strong, Scientific Food Safety Policy

Robert Guenther

Senior Vice President, Public Policy

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- **Food Safety Policy (Background)**

- One of the most complex and challenging issues facing the produce industry
- House has passed legislation, the Food Safety Enhancement Act of 2009 (H.R. 2749)
- House Bill addresses a number of important issues to for the produce industry including:
 - o Commodity specific, science-based approach
 - o Strong coordination between FDA and USDA
 - o Equivalent standards for domestic and import
 - o Industry-driven Traceability standards
- Debate now turns to the Senate

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- **Food Safety Policy (Challenge)**

- Consumer food safety confidence is at an all-time low at a time when the nation should be doubling their consumption of fresh produce.
- Multiple private sector requirements couple with local, state, and federal government obligations are making the management of food safety increasingly challenging from farm to fork.
- House bill made great strides but still work to be done in Senate to address several important policy issues.

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- **Food Safety Policy (Action)**

- Congress should pass food safety reform legislation this year.
- This legislation should ensure that sound, scientific based policies are implemented that include commodity specific produce standards, targeting resource to specific FDA activities that support food safety, the elimination of mandatory finished product testing, and stronger outbreak management structure within the federal government.
- Senator Durbin's Food Safety Modernization Act (S. 510) provides an important opportunity to address these issues.

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Food Safety Policy

Questions & Discussion

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