The fresh produce industry thrives on relationships. Companies across every segment of the produce supply chain turn to United Fresh to build the relationships that help grow their businesses and strengthen the broader industry.
Growing your business with United Fresh is one of the most valuable decisions you can make for the future success of your business and our industry. Just as fresh fruits and vegetables need basic elements – sun, water, soil – to flourish, so does your business. United Fresh maintains the ideal climate for cultivating your growing network of people and resources. As a member of United Fresh, you will reap the benefits of year-round access to the resources that keep our industry moving forward.

United Fresh serves as a conduit in the industry bringing businesses across the full produce supply chain together to build strategic partnerships and create long-term initiatives to solve unique business challenges. As a member, you have untethered access, day-in and day-out, to engage partners and peers as your business grows.
United Fresh is the only full spectrum produce association based in Washington, D.C., delivering unmatched value in shaping legislative, regulatory, political and legal solutions to challenges threatening our industry’s growth and profitability. United Fresh staff are on the job every day meeting with legislators, regulators and their staff to advance industry issues. Whether working to shape nutrition policy or leading the fight for immigration reform, United Fresh speaks for the produce industry.
United Fresh staff provide unparalleled expertise in food safety, supply chain logistics, marketing, communications, nutrition, and more. As a member of United Fresh, you’ll have an army of experts at your disposal to keep your company thriving! For interactive learning opportunities, you and your staff will want to take advantage of our Produce Inspection Training Program in partnership with USDA, as well as Recall Ready workshops and programs.

RESOURCES & EXPERTISE TO HELP YOU MANAGE COMPLEX ISSUES

There is no more important issues for the produce industry today than the safety of our food. United Fresh is your partner in helping ensure you have the resources to grow and market the safest possible fresh fruits and vegetables. No matter what stage of the produce supply chain, United Fresh is here to help members with their food safety needs through consultation, education and evolving resources.

We understand how important it is to have industry research and data at your fingertips in order to make the most informed year-over-year business decisions. As a member, you will have access to the research you need to support your marketing and sales activities along with in depth compensation reports and benchmarking tools provide research you can use to analyze your own operational strengths and set company goals.

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United Fresh identifies and elevates the leaders of our industry. For more than 20 years, the Association has nurtured leaders through the Produce Industry Leadership Program, an opportunity exclusive to United Fresh members across all segments of the supply chain, as well as a robust Leadership Alumni Organization that engages in education and networking after graduating from the program. In addition, the Rising Leaders Program at the Washington Conference educates and spotlights those individuals looking to play a more active role in the legislative process of produce industry policy. Executives looking to further enhance their careers can choose to participate in the Produce Executive Development Program at Cornell University, a program designed to help produce industry leaders sharpen their business acumen and executive leadership skills.
If developing resources that drive the industry forward while growing your network is important to you, you’ll want to learn more about United Fresh’s unique volunteer leadership opportunities. As a United Fresh Volunteer Leader, you and your company will have the ability to shape industry best practices, event programming and other segment specific guidance. You’ll also have access to focused networking opportunities with other key industry leaders. United’s four market segment boards – Grower-Shipper, Fresh-Cut Processor, Wholesaler-Distributor and Retail-Foodservice – represent the total produce supply chain from farm to fork. At the same time, our expert Advisory Councils on Finance & Administration, Food Safety & Technology, Government Relations, Produce Marketing & Merchandising and Supply Chain Logistics bring together cross-sector representatives to drive strong industry leadership.
The United Fresh Start Foundation is focused exclusively on increasing children’s access to fresh fruits and vegetables, inspiring the next generation to “choose fresh,” whenever and wherever consuming their next snack or meal. The Foundation’s successful partnership with the Let’s Move Salad Bars to Schools initiative and work to connect United Fresh members with leading school foodservice professionals is delivers tremendous benefits to schools and produce suppliers. Committed to helping children achieve the public health goal to make half their plate fruits and vegetables in order to live longer, healthier lives, the Foundation will also work across multiple channels, during and after the school day, to create an environment in which children have easy access to high-quality, great-tasting and affordable produce choices. Together, we’re launching children on a lifetime of healthy choices, and teaching them the joys and benefits of “Growing Up Fresh!”