



NEWS RELEASE

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Contact: Jill Talley
jtalley@unitedfresh.org
202-303-3405

United Fresh Comments on FDA's Produce Safety and Foreign Supplier Verification Rules

In response to FDA issuing the Produce Safety and Foreign Supplier Verification Rules, United Fresh President and CEO, Tom Stenzel, released the following statement.

"The United Fresh Produce Association has long advocated for federal, risk-based and commodity specific food safety standards for all fresh produce, wherever grown, to assure consumers that all producers are growing and distributing the safest possible products. The Produce Safety and Foreign Supplier Verification rules published today are the culmination of years of efforts by FDA and the fresh produce industry to develop reasonable, fair and practical standards for both domestic and foreign growers, based on the best available science. We will be reviewing the rules closely to make sure our industry and government officials have clear and common expectations in implementing these requirements.

"We are confident that the overwhelming majority of fresh produce brands that consumers enjoy today are already in compliance with these standards. We also intend to work diligently with FDA, USDA, other countries' regulatory agencies, state departments of agriculture and universities to ensure that all growers understand and meet these standards. We look forward to working with FDA and all of these partners in the coming months and years to assure all of our consumers that filling *Half the Plate* with fresh produce is the healthiest choice they can make.

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About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption. Visit www.unitedfresh.org.