



NEWS RELEASE

For Immediate Release, March 24, 2016

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United Fresh and the International Floriculture Expo Collaborate on the 9th Annual Iron Designer Competition

WASHINGTON, D.C. (March 24, 2016) – The United Fresh Produce Association and the International Floriculture Expo will once again collaborate for the 9th Annual Iron Designer Competition. The event will be held on Tuesday, June 21 in Chicago. In a true celebration of color and flavor, this lively competition features leading floral designers in a light-hearted challenge that will test the limits of their skills and creativity.

For the second consecutive year, designers will be challenged to incorporate fresh produce into their designs. Guided by the theme, “Still Life: Fusion of Produce and Floral,” designers race against the clock to choose from an array of fresh cut floral and fruits and vegetables from a fresh produce pantry to create an innovative display inspired by 17th century European still life paintings. Still life paintings traditionally include very elaborate floral and produce elements, but competitors will be challenged to bring their creations into the modern day world of floral design.

“For centuries, floral designers have included elements of produce and this twist will incorporate the luxury of the past in a modern way to keep the competitors on their toes,” said Christine Salmon, Event Manager for the International Floriculture Expo. “The hand-selected competitors are always top-notch, so we know their arrangements will be grand.”

“We were delighted to see the creative use of produce in last year’s floral arrangements when we first participated in the Iron Designer competition,” said United Fresh President & CEO Tom Stenzel. “We are excited to once again see how produce commodities will be embraced by the floral designers participating in the Iron Designer Competition.”

The 9th Annual Iron Designer Competition will take place on Tuesday, June 21 on the expo floor at the McCormick Place Convention Center in Chicago.

United Fresh and International Floriculture Expo and will be co-located with FMI Connect and the new Global Cold Chain Expo to create a total supply chain environment. Early bird rates for the 2016 United Fresh convention are available through May 2, 2016. To ensure the best value, register for a United Fresh All Access Package. For more information and to register, visit www.unitedfreshshow.org. For questions about exhibiting, sponsoring or featuring your commodity in the Produce Pantry, contact [John Toner](#) at 202-303-3424.

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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. www.unitedfresh.org

About the International Floriculture Expo

Produced by Diversified Communications, the International Floriculture Expo is an annual event where the floral industry gathers to discover new products, source new suppliers, network, and learn. It is considered the leading industry trade event, bringing together the highest-volume buyers from the floral industry, connecting them with companies that offer an array of products and services.

IFE 2015 will be co-located with United Fresh and FMI in Chicago. The combination of these powerful events will bring together cross-category retailers from high volume mass markets and mid-size grocers, to independent operators from the local, national and international markets. www.floriexpo.com

About Diversified Communications

Diversified Communications is a leading international media company providing market access, education and information through global, national and regional face-to-face events, eMedia, publications and television stations. Diversified serves a number of industries including: technology, seafood, food service, natural and organic, healthcare, commercial marine and business management. Based in Portland, Maine, USA, Diversified has divisions in the United States, Australia, Canada, Hong Kong, Singapore, Thailand and the United Kingdom. For more information, visit: www.divcom.com