



**NEWS RELEASE**

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## **Produce Innovation Award Winners Announced at United Fresh 2016**

WASHINGTON, D.C. (June 22, 2016) – Five Produce Innovation Award Winners were recognized today at United Fresh 2016 – the single destination event for the total fresh supply chain. This year’s honorees were selected by show attendees from a total of 49 contestants across five categories: Best New Food Safety Solution; Best New Fruit Product; Best New Packaging; Best New Packing/Processing Equipment; and Best New Vegetable Product.

“This year’s Produce Innovation Awards had a record-breaking number of innovative competitors,” said United Fresh Produce Association Vice President of Convention and Industry Relations John Toner. “The exceptional creativity of these five winners helped them stand out at United Fresh 2016, the home of fresh produce innovation.”

“Produce innovation starts at United Fresh,” said Tom Stenzel, United Fresh Produce Association President & CEO. “The innovation of our member companies shape the entire produce industry and show attendees have the unique opportunity to see that ingenuity up close at United Fresh. Congratulations to this year’s winners and thank you to all participants for showcasing your creativity.”

### **The 2016 Produce Innovation Awards Winners:**

**Best New Food Safety Solution:** NatureSeal, Inc.; NatureSeal First Step+ 10

**Best New Fruit Product:** Mucci Farms; Smuccies Sweet Strawberries

**Best New Packaging:** Maglio Companies/The Fresh Group LTD; readyripe™ lite watermelon pouch

**Best New Packing/Processing Equipment:** PerfoTec BV; Internet Fresh-Cut Flowers Flowpack for Home Delivery

**Best New Vegetable Product:** Dole Fresh Vegetables; Dole Chef’s Choice Caesar Salad Kit

For more information about the Produce Innovation Awards competition contact John Toner, Vice President, Convention and Industry Collaboration, 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.