



NEWS RELEASE

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United Fresh 2017 Expanding to Meet Market Needs

Featuring New FreshTEC and FreshMKT Expos & Conferences

WASHINGTON, D.C. (November 21, 2016) – United Fresh will expand its innovation platform for the produce industry, moving its annual conference and expo into the larger West Hall at Chicago's McCormick Place, June 13-15, 2017. The event will debut new expo features in convenience and fresh foods, robotics and supply chain technology, and conference sessions bringing attendees and exhibitors together with subject matter experts to help grow their businesses.

"We're excited to launch a new format and programs in 2017 to serve specific needs in the fresh produce industry, segmenting the event into *United FreshTEC* and *United FreshMKT*," said President & CEO Tom Stenzel. "These new branded events respond to the innovation driving our industry in marketing and product development, but also in new technology, robotics and other supply chain solutions. Moving beyond simple workshop tracks, attendees will find value in separately focused educational and expo events that address the unique needs of each sector, helping to drive collaboration and growth."

On Tuesday, June 13 the day before the expos open, a separate *FreshMKT Conference* and *FreshTEC Conference* will allow attendees to focus on the specific business challenges and opportunities in each sector. Then, on June 14-15, the traditional trade show will be more clearly defined between the *FreshMKT Expo* and the *FreshTEC Expo*, each featuring unique exhibits, demonstration areas, thought-leader collaboration space, and events designed for each specific business sector.

FreshMKT Expo & Conference

The *United FreshMKT Expo* has been the fastest growing segment of the United Fresh event in Chicago, as retailers, wholesalers, foodservice companies and new channel buyers explore the latest in fresh produce innovation. Attendees will now find a new *Organic Produce Showcase*, featuring new products and a highlighted presence for organic providers throughout the entire expo. In addition, new features will focus on prepared meal solutions, convenient snack items, fresh juices, salsas, soups and dips, and much more. Prior to the expo, the *FreshMKT Conference* will be designed specifically for produce and fresh foods buyers, executives and trading partners across all retail and foodservice channels.

FreshTEC Expo & Conference

Building on a deep footprint in the fresh-cut processing sector, the *United FreshTEC Expo* is designed to highlight the most innovative technologies coming to our business from farm to table. Breakthrough innovations in mechanical harvesting, robotics, packing and packaging, and more will be featured in the *FreshTEC Expo*. Attendees also will find a new *Food Safety Pavilion* featuring the latest technologies to help companies comply with the myriad of regulations under the Food Safety Modernization Act (FSMA). The *FreshTEC Conference* program will be designed specifically for operations executives and managers looking to understand new technology solutions that are available now, but also to look beyond at the visionary innovations on the way.

Four Shows With One Ticket

The power of partnership allows all attendees to purchase one expo ticket and gain admission to four co-located shows – *United FreshMKT Expo*, *United FreshTEC Expo*, *Global Cold Chain Expo* and *International Floriculture Expo*. Together, attendees can visit more than 700 exhibitors displaying the newest innovations in fresh foods, produce and floral products; new technologies to develop and merchandise those products; and technological solutions to ensure quality control throughout the cold chain from field to table.

Also new this year, all four shows will host a Joint Opening General Session on Wednesday morning before the expos open. All attendees and exhibitors will be welcome to attend the opening general session, without an additional educational package. United Fresh and its co-location partners attracted more than 7,500 attendees in 2016.

All-Access Value for Attendees and Exhibitors

Exhibitors and attendees who register for the 2017 United Fresh All-Access Package will maximize the value of their show participation, adding networking sessions and special events that facilitate interaction with key customers, colleagues and suppliers. The All-Access Package will include United's traditional Opening Night Reception on Tuesday, as well as the Retail Foodservice Celebration Dinner on Thursday honoring outstanding retail produce managers and innovative chefs across the industry. In between, visitors will enjoy morning general sessions, the annual Women in Produce Reception, and access to all four expos held concurrently at McCormick Place.

For more information about participation in the *United FreshMKT* or *United FreshTEC* expos, contact John Toner, jtoner@unitedfresh.org, 202-303-3424.

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About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association serves companies at the forefront of the global fresh and fresh-cut produce industry, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. From its headquarters in Washington, D.C. and Western Regional office in Salinas, Calif., United Fresh and its members work year-round to make a difference for the produce industry by driving policies that increase consumption of fresh produce, shaping critical legislative and regulatory action, providing scientific and technical leadership in food safety, quality assurance, nutrition and health, and developing educational programs and business opportunities to assist member companies in growing successful businesses. For more information, visit www.unitedfresh.org or call 202-303-3400.