



NEWS RELEASE

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Contact: Mary Coppola

mcoppola@unitedfresh.org

202-303-3425

United Fresh to Launch Legal Labeling Review Service

New Resource to Provide Members with Review for Product Labeling Compliance

WASHINGTON, D.C. (January 3, 2018) – United Fresh Produce Association has partnered with OFW Law, a law firm with expertise in food & agriculture regulatory issues, to provide members access to a legal review of product labels.

This new service was initiated by the United Fresh Finance & Business Management Council in response to an increase in member requests for assistance with product label reviews. “The number of regulations related to food labeling can be complex for produce companies to navigate,” said Jason Pounds, Secretary-Treasurer of Hardies Fresh Foods and Chairman of the Finance & Business Management Council. “As more produce companies are adding packaged products to their offerings, the more important it is to ensure that your product labels comply with applicable federal and state laws.”

United Fresh members can contact United Fresh’s Member Services Department to submit their proposed final label to OFW Law for review. OFW Law will then review the label for compliance with the Fair Label & Packaging Act, the Food & Drug Cosmetic Act, and applicable state labeling laws, and will make recommendations on any revisions needed for compliance. The cost for label review is \$600 per label. Substantially similar labels, such as different SKUs/counts of the same product with similar labeling claims, may be considered under one label review.

“United Fresh delivers resources and expertise companies need to succeed in managing complex business and technical issues,” said Miriam Wolk, Vice President of Member Services. “We’re pleased to partner with OFW Law, a recognized expert on food labeling laws, to provide this resource to our member companies.”

To request your label review, or for more information about the program, visit the [United Fresh website](#) or contact Miriam Wolk at 202-303-3410 or mwolk@unitedfresh.org.

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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. For more information, visit www.unitedfresh.org

About OFW Law

Founded in 1979, OFW Law provides legal, regulatory, and bipartisan government affairs representation to companies, individuals, and trade associations in the agriculture, food, drug, medical device, and healthcare industries, including representation of the interests of modern agriculture in matters involving environmental law. www.ofwlaw.com