



NEWS RELEASE

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United Fresh Announces Fresh Tech and Fresh Marketplace Learning Center Session Topics

WASHINGTON, D.C. (March 23, 2015) – The United Fresh 2015 Convention education line-up will feature 18 issue specific Learning Center sessions on the United Fresh 2015 expo floor June 9-10 in Chicago.

Featuring two days of interactive discussions led by industry experts and thought leaders, show floor learning centers will give produce industry professionals the opportunity to sharpen their business acumen and find creative and innovative solutions that can be implemented by their companies. The **Fresh Marketplace** offers sessions on consumer trends, business strategies and marketing and **Fresh Tech** will feature sessions on food safety, logistics and emerging technologies.

Convention attendees can plan to attend the following sessions over two days:

Fresh Marketplace Learning Center Sessions

- Local Food: Maximizing Local for Your Business
- The Floral/Produce Partnership: Maximizing Gift Revenue
- Developing Leadership in Your Family Business
- Women In Produce: Inspiring the Next Generation
- Role of the Registered Dietitian in the Retail Setting
- New Product Trends
- Building the Business Case for Produce Sales at Convenience Stores
- Restaurant Flavors and Trends From the Best
- The “Uber-ization” of Consumers
- Retail Merchandising Strategies From the Best
- Organic: Produce Category or Merchandising Strategy?
- Disaster Strikes: Case-Studies in Being Prepared for the Worst

Fresh Tech Learning Center Sessions

- Sanitary Design, Sanitation Practices and Environmental Monitoring – Bringing It All Together
- Warehouse Optimization: Managing a Multitude of SKUs
- Maintaining Cold Chain Integrity
- What To Do When FDA Comes Knocking
- Annual Science Symposium
- GMOs 101: Understanding What They Are and What Consumers Think

In addition to the Learning Centers, United Fresh 2015 attendees also will have access to International Floriculture Expo [design demonstrations](#) on the show floor.

Learning Centers are available to all convention attendees. Additional educational opportunities, including Monday's floral education sessions, Wednesday's five super sessions and two general session breakfasts are available for attendees who purchase the All Access pass.

For more details on the Learning Center sessions, visit the United Fresh 2015 [website](#).

Co-located with [FMI Connect 2015](#) and the [International Floriculture Expo](#), United Fresh 2015 will bring together retail, fresh produce and floral leaders who are searching for unique products and looking to enhance relationships with valuable business partners. Registration is available at www.unitedfreshshow.org.

For more information about United Fresh 2015 education, contact Jessica Mosley, Director of Education, at 202-303-3417 or jmosley@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.