



## **NEWS RELEASE**

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### **United Fresh Announces Five Super Session Topics *United Fresh 2015 Education Begins to Take Shape With Issue Specific Sessions***

WASHINGTON, D.C. (March 10, 2015) – The United Fresh 2015 Convention education line-up will feature five issue specific super session topics being offered on Wednesday, June 10 from 9:00-10:00 a.m. in Chicago.

With the support of the United Fresh Produce Association market segment boards, the following five sessions will be available to [All Access](#) pass attendees this June:

#### **Consumer Trends and Their Impact on the Produce Industry**

*Hosted by: The United Fresh Fresh-Cut Processor Board*

How is today's produce consumer different than the produce consumer of last year? Five years ago? This presentation will outline a clear understanding of trends in overall shopper behavior and what drives consumer purchasing decisions, including trends in produce types, overall basket-size, and purchasing channels. Join us to learn WHO is buying WHAT from WHERE and WHY!

#### **Disruptive Technology & the Farm of the Future**

*Hosted by: The United Fresh Grower-Shipper Board*

Technological changes occur at break-neck speed and the produce industry is no exception. From automated farming machinery to drones and GPS guided technology, the farm of today is rapidly turning in to the farm of the future. Join us for a session that takes a look at emerging technology in agriculture and how it can help your business improve sustainability and efficiency.

#### **Social Responsibility in a Global Produce Industry**

*Hosted by: The United Fresh Retail-Foodservice Board*

Consumers continue to drive the conversation about where their food comes from and how it makes its way to their kitchen table. With their increased use of social media, the reach of these conversations

grows exponentially. In this rapidly changing environment, how does the produce industry navigate social responsibility? What impact does this conversation have on your business? Join us for an expert-led discussion that addresses these critical questions facing our industry.

### **State of the Industry: Today's Trends and the Future of Floral**

*Hosted by: The United Fresh Floral Advisory Board*

The floral industry is rapidly evolving. The steady growth of the industry engages the entire supply chain – from grower/shipper and importer to retailer. This session will discuss the latest in floral growing and distribution, as well as merchandising and sales trends. Join us to explore the state of today's floral industry and what it means for the future of your business.

### **Strategic Planning for Family Businesses**

*Hosted by: The United Fresh Wholesaler Distributor Board and Finance & Business Management Council*

Family businesses are an essential part of the produce industry. Inherently, they face a unique set of challenges ranging from the impact of familial dynamics on organizational structure to succession and estate planning. This session will explore how family business can approach some of the unique strategic challenges they face in order to have continued growth and success.

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](http://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](mailto: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.