



NEWS RELEASE

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United Fresh Launches 2017 Produce Industry Compensation Survey *Survey Participants Receive Significant Discount on 2017 Report*

WASHINGTON, D.C. (January 25, 2017) – The United Fresh Produce Association has launched its 2017 Compensation Survey for the fresh produce industry. The data collected will be published in an expansive research report that will assist produce industry employers in understanding critical compensation benchmarks.

The survey collects compensation and benefits data from produce companies for more than 30 full-time positions in the areas of: Sales & Marketing; Production & Operations; Quality Control & Assurance; Administration; Finance & Accounting; and Executives. The survey is open to any U.S. or Canadian-based produce employer, including grower-shippers, brokers, wholesaler-distributors, importers, exporters, and fresh-cut processors.

The survey is administered every two years by expert research firm Industry Insights. The results will be published in a detailed research report designed to help produce companies directly compare their salaries and benefits. Data is reported by: ownership type (family, private, public); type of business; produce sales volume; number of full-time employees; and geography.

“We encourage all eligible produce companies to participate in this year’s survey,” said, United Fresh’s Finance & Business Management Council Chairman Jason Pounds, Hardie’s Fresh Foods. “The more data we have, the more robust and valuable this report will be in providing industry employers with reliable metrics to ensure they are offering competitive compensation.”

The survey is open at www.unitedfreshsurvey.com to any U.S. or Canadian-based produce company until April 21, 2017. The final research report will be available in June at the United Fresh 2017 convention in Chicago.

There is no cost to participate in the survey. Companies that submit data for the survey are eligible to receive a fully-customized report for their company at the special rate of \$95. Non-survey participants can order the final report for \$495 for United Fresh members, and \$695 for non-members.

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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