



## **NEWS RELEASE**

**For Immediate Release, March 9, 2015**

***Contact:***

Mary Coppola

[mcoppola@unitedfresh.org](mailto:mcoppola@unitedfresh.org)

202-303-3425

### **United Fresh Launches 2015 Compensation Survey**

WASHINGTON, D.C. (March 9, 2015) – The United Fresh Produce Association has launched its [2015 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 process, which has been conducted biannually since 2011, has been updated based on input from the United Fresh Finance & Business Management Council, and includes two new positions: Director of Social Responsibility and Accounting Manager. Further enhancements include expanded job descriptions and additional information on employee benefit practices.

This confidential survey, prepared by expert research firm Industry Insights, measures compensation and benefits from U.S. and Canadian-based produce companies. The results will be published later this spring in a detailed research report which will allow produce companies to directly compare their salaries and benefits for full-time positions across multiple business sectors, as well as by ownership type (family, private, public), type of business, produce sales volume, number of full-time employees and geography.

“Our business is constantly faced with challenges and the need for good information,” said Scott Danner, President of Premier Produce and Chairman of United’s Finance & Business Management Council. “The survey is a tremendous benefit for the industry. The ability to benchmark and analyze your company’s current pay and benefit structure against like companies is invaluable.”

The survey is now open at [www.unitedfreshsurvey.com](http://www.unitedfreshsurvey.com) to any U.S. or Canadian-based produce industry employers including grower-shippers, brokers, wholesaler-distributors, importers, exporters and fresh-

cut processors. The survey will remain open until April 17 and the final research report will be available for purchase at United Fresh 2015, the association's annual convention and expo, June 8-10 in Chicago.

There is no cost to participate in the survey. Companies that participate in submitting data for the survey are eligible to receive a fully-customized report for their company at a deeply discounted rate of \$195. Non-survey participants can order a survey report for \$495 for United Fresh members and \$695 for non-members. For more information on the survey, contact United Fresh CFO [Dan Hilleary](#) at 202-303-3419.

###

### **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.