



## **NEWS RELEASE**

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### **United Fresh and the International Floriculture Expo Collaborate on the 8<sup>th</sup> Annual Iron Designer Competition: A Fusion of Produce & Floral**

WASHINGTON, D.C. and PORTLAND, ME (April 14, 2015) – The United Fresh Produce Association and the International Floriculture Expo will collaborate for the Iron Designer Competition: Fusion of Produce & Floral. The event will be held on Tuesday, June 9 in Chicago. In a true celebration of color and flavor, this lively competition features leading floral designers in a light-hearted challenge that will test the limits of their skills and creativity.

This year, for the first time, designers will be challenged to incorporate fresh produce into their designs. Guided by the theme, "Fusion of Produce and Floral," designers will choose from an array of fresh cut floral and fruits and vegetables from a fresh produce pantry to create an innovative display that celebrates color and flavor.

"The inclusion of produce adds a new twist to the competition this year," said Christine Salmon, Event Manager for the International Floriculture Expo. "The designers are top-notch, so we know their arrangements will be one-of-a-kind and the epitome of fresh in all that it represents."

"We're excited to see how produce commodities will be embraced by the floral designers participating in the Iron Designer Competition," said United Fresh President & CEO Tom Stenzel. "The melding of colors and textures should yield some dynamic arrangements never before seen."

The competition will be emceed by world-renowned floral designer Pieter Landman. The 8<sup>th</sup> Annual Iron Designer Competition will take place on Tuesday, June 9, from 3:30 pm – 4:30 pm on the expo floor at the McCormick Place Convention Center.

The International Floriculture Expo and United Fresh will be co-located with [FMI Connect 2015](#) to bring together food 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.floriexpo.com](http://www.floriexpo.com) or [www.unitedfreshshow.org](http://www.unitedfreshshow.org).

Media are invited to attend by contacting Mary Coppola 202.303.3425 or [mcoppola@unitedfresh.org](mailto:mcoppola@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. [www.unitedfresh.org](http://www.unitedfresh.org)

### **About the International Floriculture Expo**

Produced by Diversified Communications, the International Floriculture Expo is an annual event where the floral industry gathers to discover new products, source new suppliers, network, and learn. It is considered the leading industry trade event, bringing together the highest-volume buyers from the floral industry, connecting them with companies that offer an array of products and services.

IFE 2015 will be co-located with United Fresh and FMI in Chicago. The combination of these powerful events will bring together cross-category retailers from high volume mass markets and mid-size grocers, to independent operators from the local, national and international markets. [www.floriexpo.com](http://www.floriexpo.com)

### **About Diversified Communications**

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