



NEWS RELEASE

For Immediate Release, April 6, 2015

Contact: Mary Coppola
mcoppola@unitedfresh.org
202-303-3425

United Fresh Announces Bill Pool of Wegmans' Food Markets as the 2015 Technical Award Winner

WASHINGTON, D.C. (April 6, 2015) – The United Fresh Produce Association will be presenting the 2015 United Fresh Technical Award at the Opening General Session of the 2015 United Fresh Convention on Tuesday, June 9 in Chicago. This award is presented to an individual who has made significant technical contributions to the fresh produce industry. We are pleased to announce Bill Pool, Manager for Produce Safety at Wegmans' Food Markets, Rochester, New York as the 2015 Technical Award recipient.

Bill earned a B.S. in Food Administration (1970) and an M.S. in Service Management (1996) from the Rochester Institute of Technology. He began his career serving in the U.S. Army Veterinary Corps from 1970-1973, auditing facilities providing food to the U.S. military. In this role, he also monitored compliance with contract requirements and performed sanitary audits on major commissary facilities.

In 1973, Bill joined Wegmans' consumer affairs department. Over a span of 25 years, Bill was responsible for food safety and regulatory compliance in all of Wegmans' retail food stores. He also was involved with Wegmans' program to increase grower adoption of IPM practices and marketing of fresh products grown with documented IPM practices.

Bill transitioned to Wegmans' produce team in June 1998, where he worked with employees, buyers and suppliers to understand and identify best growing and best post-harvest handling practices. He is currently involved in Wegmans' efforts to move local growers toward greater implementation of GAPs.

"Bill is an icon of the United Fresh Food Safety & Technology Council where his wisdom and reasonable approach have been critical to the success of many produce food safety initiatives the Council has driven for the industry," said Dr. David Gombas, United Fresh's Senior Vice President of Food Safety and Technology. "As an advocate of food safety practices at all stages of the supply chain long before the need was generally recognized, Bill has more than earned this recognition. I personally thank him for his dedication and contributions to the fresh produce industry."

The 2015 United Fresh Technical Award will be bestowed at the Opening General Session, Tuesday, June 9, from 8:00 am – 9:45 am in the Vista Ballroom at the McCormick Place Convention Center.

Participation in the Opening General Session is available only to those attendees who have purchased United Fresh's educational packages.

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. Media are invited to attend but must pre-register by contacting Mary Coppola, Senior Director, Marketing Communications at 202.303.3425 or mcoppola@unitedfresh.org.

###

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.