



NEWS RELEASE

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School Nutrition Leaders Prep Produce Industry for Capitol Hill

*Hear First-hand Accounts from School Foodservice Directors at the
2015 United Fresh Washington Conference*

WASHINGTON, D.C. (July 29, 2015) – On Tuesday, September 29 United Fresh will host the roundtable discussion, “School Nutrition Standards Make Impact Where It Counts” with three nationally recognized school nutrition leaders from the largest to smallest school districts, in both urban and rural settings in order to prepare produce industry leaders for their march on Capitol Hill. This general session lunch will highlight the importance of protecting the fruit and vegetable standards in the 2015 Child Nutrition Reauthorization legislation and discuss how schools around the country are successfully serving more fresh fruits and vegetables, benefitting 31 million students every day.

The fruit and vegetable standards, especially the requirement that school meals include at least a ½ cup of a fruit or a vegetable, are under attack in Washington D.C. With Congress scheduled to debate child nutrition legislation in September, the United Fresh Washington Conference provides the perfect setting for produce industry leaders to meet with Congress and reinforce the message that kids need more fresh fruits and vegetables and school meals is an opportunity to ensure access for our nation’s children.

“Healthier school meals that include more fresh fruits and vegetables are having a profound impact on the eating habits of our nation’s children, impacting their health for a lifetime,” said United Fresh’s President and CEO Tom Stenzel. “Marching side-by-side with these directors onto Capitol Hill to tell Congress that that school meal standards are working only serves to emphasize the importance of Child Nutrition Reauthorization.”

Attendees will hear from three top school nutrition directors:

- **Donna Martin**, Director, School Nutrition Program, Burke County Board of Education (Waynesboro, GA);
- **Eric Goldstein**, Chief Executive Officer, New York City Department of Education, SchoolFood (New York, NY); and,
- **Bertrand Weber**, Director Culinary and Nutrition Services, Minneapolis Public Schools (Minneapolis, MN).

Following the Roundtable on September 29, Washington Conference attendees will take part in strategic, face-to-face meetings with members of Congress, their staff and top regulatory officials. The event also includes education sessions on today’s issues facing the industry, networking activities with industry peers and the Rising Leaders program for up-and-coming industry employees. To register, visit <http://www.unitedfresh.org/events-programs/annual-washington-conference/>

For more information about The Washington Conference, September 28-30, contact Angela Tiwari at atiwari@unitedfresh.org or call 202-303-3416.

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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