



**NEWS RELEASE**  
**For Immediate Release, February 23, 2015**

**Contact:**  
Mary Coppola  
[mcoppola@unitedfresh.org](mailto:mcoppola@unitedfresh.org)  
202-303-3425

**United Fresh Announces 2015 Fresh Impact Tours**  
***Town Halls Give Industry Members Chance to Voice Issues, Share Knowledge***

WASHINGTON, D.C. – United Fresh President & CEO Tom Stenzel and members of the association’s executive team will host a series of town hall meetings and visit members’ farms, packing houses, distribution centers, and retail stores across the country as part of its 2015 Fresh Impact Tours.

“Our Fresh Impact Tours throughout the year are a great opportunity for our executive team to meet with members of the industry in their own communities where they are advancing the produce industry every day,” said President & CEO Tom Stenzel. “And, by taking our mission and engagement directly to members, we underscore the value that the Association brings to the industry. Town Hall events are a great opportunity for the industry to share perspectives with the association on the most important challenges they’re facing.”

Stenzel will kick off the 2015 [Fresh Impact Tour](#) schedule on February 24 in Nogales, Arizona with a Town Hall luncheon co-hosted with the Fresh Produce Association of the Americas. He will participate in industry meetings in Phoenix on February 25, and then join the Yuma vegetable industry at its annual Yuma Lettuce Days Harvest Dinner on February 26.

Registration for the Nogales event is now available on the [United Fresh website](#).

Visits are planned for the following cities in 2015. Details on locations and breakfast, lunch and reception events will be available closer to the dates below.

Nogales, AZ	February 24
Yuma, AZ	February 26
Miami, FL	March 17
Naples, FL	March 19
Grand Rapids, MI	March 30
Chicago, IL	April 1
Milwaukee, WI	April 3
Sacramento, CA	May 12
Fresno, CA	May 13
Bakersfield, CA	May 15
Leamington, ON	July 22

Boise, ID	August 3
Twin Falls, ID	August 4
Idaho Falls, ID	August 5
Wenatchee, WA	September 15
Yakima, WA	September 17

Throughout the tours, members and staff will be posting updates and photos to the United Fresh [Twitter](#) and [Facebook](#) pages. Follow along online or attend a Town Hall to join in on the 2015 Fresh Impact Tour!

For more information about the Tour, or to discuss hosting an event, contact Miriam Wolk, Vice President of Member Services, at 202-303-3410 or by email at [mwolk@unitedfresh.org](mailto:mwolk@unitedfresh.org).

###

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.