



NEWS RELEASE

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**H-E-B President & COO Craig Boyan to Deliver Keynote
at United Fresh 2016 Opening General Session**

WASHINGTON, D.C. (February 24, 2016) – Craig Boyan, President and Chief Operating Officer for H-E-B, one of the largest independent food retailers in the nation, will deliver the keynote address on Tuesday, June 21 at the United Fresh 2016 Opening Breakfast General Session at McCormick Place in Chicago, Illinois.

H-E-B, headquartered in San Antonio, Texas, currently operates more than 340 stores in the U.S. and Mexico and has over 76,000 employees. In addition to his current role as President and COO, Boyan is also a member of the H-E-B Board and a Trustee of the H-E-B Investment Retirement Plan. He joined the company in 2005 as Chief Strategic Officer after serving as an advisor to H-E-B for two years prior.

Boyan is a graduate of Harvard College, cum laude in economics, and received an MBA from Columbia Business School. He serves on the Board of the Food Marketing Institute (FMI) and also served as the Chairman of the 2016 FMI Midwinter Executive Conference. He is Chairman of the Board for Junior Achievement of South Texas and was the General Campaign Chair for the 2015 United Way Campaign. Boyan serves on the Board of Trinity University and the UT Health Science Center as well as the Board of Trustees for Texas Biomedical Research Institute.

“We are looking forward to hearing Craig’s insights about the challenges and opportunities facing today’s supermarkets and the role that fresh produce plays in serving today’s consumers,” said United Fresh President and CEO Tom Stenzel. “As we look to the future of food retailing, our produce members know that retailers serve as key holders to the consumer experience. There’s always more to be learned and shared, and Craig’s perspectives will be incredibly valuable to our industry.”

United Fresh Produce Association has a long-standing relationship with H-E-B. Hugh Topper, Group Vice President of Fresh, currently serves as a member of the United Fresh Start Foundation Board of Trustees. Both Hugh Topper and Roger Harkrider, H-E-B Director of Produce, are past members of the United Fresh Board of Directors.

“We appreciate the incredible support of the H-E-B leadership team and all they are doing for our industry,” continued Stenzel.

The Opening Breakfast General Session will take place on Tuesday, June 21, from 8:00 a.m.– 9:45 a.m. at the McCormick Place Convention Center. Participation in the keynote session is available to those attendees who purchase the United Fresh All Access or Convention Packages. United Fresh appreciates the support of Sunkist Growers as sponsor of this Opening Breakfast General Session.

Co-located with FMI Connect 2016, the International Floriculture Expo, and the new Global Cold Chain Expo, United Fresh 2016 will bring together retail, fresh produce, floral and cold chain 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.

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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.