



NEWS RELEASE

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United Fresh Produce Association Announces Nominations Open for FreshTech Achievement Award

WASHINGTON, D.C. (April 6, 2016) – The United Fresh Produce Association is now taking nominations for its first FreshTech Achievement Award, to be presented to a company or individual in recognition of outstanding technical achievement to advance the fresh produce industry.

“The United FreshTech Expo has long been the place for innovative companies to showcase the tools, technologies, equipment, goods and services needed to advance our industry,” said United Fresh President & CEO Tom Stenzel. “As part of FreshTech, we’ve also been able to honor a number of outstanding individuals for their food safety and technical leadership over the years. Now, we are bringing those traditions together to create an annual award to recognize those innovators who truly help advance our industry with new harvesting and packing technologies, processing equipment design, information systems and more.”

Nominations for the FreshTech Achievement Award due by April 29, 2016 and can be [submitted online here](#). Produce companies are encouraged to nominate their outstanding service providers, and self-nominations are also welcome. The award will be presented at the United Fresh 2016 Expo and Convention, June 20-22, in Chicago.

Co-located with FMI Connect, the International Floriculture Expo, and the new Global Cold Chain Expo, United Fresh 2016 will bring together retail, fresh produce, floral and cold chain logistics leaders who are searching for unique products and looking to enhance relationships with valuable business partners. Registration is available at www.unitedfreshshow.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.