



NEWS RELEASE

For Immediate Release, September 6, 2016

Contact: Mary Coppola

mcoppola@unitedfresh.org

202-303-3425

Tasteful Selections, LLC Receives 2016 Grower Achievement Award

WASHINGTON, D.C. (September 6, 2016) – Tasteful Selections, based in Arvin, C.A., will be honored with the 2016 Grower Achievement Award on Tuesday, September 13 during the annual United Fresh Washington Conference. The award, which is sponsored by AgroLiquid, honors growers who represent the spirit of excellence in the industry – from production technology to marketing to sustainability.

Chosen as this year's winner by *American Vegetable Grower*[™] magazine, Tasteful Selections stood out from other nominees because of its work searching for new markets, creating an extensive variety development program, and willingly working with experts in areas where they didn't have the knowledge — all while maintaining a sustainable enterprise. Tasteful Selections consists of nearly 9,000 acres of specialty potatoes, carrots, and garlic, as well as a newly constructed \$30 million, 200,000-square-foot, state-of-the-art processing facility that handles the operation's specialty potato products. Their potatoes are sold in 15,000 stores in all 50 states, representing 35 percent of the specialty potato market.

"We are thrilled to present Tasteful Selections with this year's Grower Achievement Award," said United Fresh President & CEO Tom Stenzel. "Their vision for innovation is a perfect example of the fresh produce industry's commitment to providing consumers with the best of the best in fresh."

From tuber to table, Tasteful Selections and President and General Manager Bob Bender focus on vertical integration from propagating potato seed to growing and packaging on a year-round basis, performing trials for approximately 100 varieties each year. The company has an extensive variety development program complete with a full-time person who works with potato breeders in the U.S. and Europe, looking for the next great potato. The potato plantlets are started from tissue cultures in the company's Nutrient Film Technology (NFT) greenhouse in Colorado. The mini tubers from the greenhouse are then produced on Tasteful Selections' seed farms, which are located in California, Arizona, Washington, and Nevada. Varieties are chosen based on tuber count, taste, color, and shape.

This year's Washington Conference will bring attendees face-to-face with key members of Congress, their staff and top regulatory officials. The conference also features the Rising Leaders Program for up-and-coming industry employees. To register, visit www.unitedfresh.org. For more information about The Washington Conference, September 12-14, contact [Angela Tiwari](#) at 202-303-3416.

###

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