



NEWS RELEASE

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Contact: Mary Coppola

mcoppola@unitedfresh.org

202-303-3425

Frank Luntz to Speak at 2016 United Fresh Washington Conference

WASHINGTON, D.C. (July 6, 2016) – Dr. Frank Luntz, political consultant, pollster, “public opinion guru,” and three-time *New York Times* bestselling author, will be the Wednesday General Session Breakfast speaker at the 2016 United Fresh Washington Conference, September 12-14 in Washington, D.C.

“We’re excited to have Frank come back to join us again this year, as his insights into the Presidential election and the political climate overall are unmatched,” said United Fresh Senior Vice President of Public Policy, Robert Guenther. “Frank is almost constantly hosting focus groups to understand how people are viewing the candidates, and I can’t wait to hear his predictions in this crazy election year.”

Over the last 20 years, Luntz has written, supervised, and conducted more than 2,500 surveys, focus groups, ad tests, and dial sessions in more than two dozen countries and six continents. He has conducted focus group sessions for broadcast networks, cable news channels and PBS, as well as for *The Wall Street Journal*, *Newsweek*, *The New Yorker*, *The Times of London*, and *U.S. News & World Report*.

Luntz pioneered the “Instant Response” focus group technique, which has been featured on *60 Minutes*, *Good Morning America* (on Election Day), and on PBS’s award-winning *Frontline*. In addition, Luntz has been a guest on a number of American talk shows, with multiple appearances on *The Daily Show*, *The Colbert Report*, and *Real Time with Bill Maher*, as well as *Meet the Press*, *Nightline*, *The Today Show*, *Charlie Rose*, *The PBS NewsHour*, *Face the Nation*, and *Tavis Smiley*. He also served as a consultant to the NBC hit show *The West Wing*.

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 education sessions on pressing issues facing the industry, networking events with industry peers, and the Rising Leaders Program for up-and-coming industry employees. To register, visit: <http://www.unitedfresh.org/events-programs/the-washington-conference/>.

For more information about The Washington Conference, September 12-14, contact [Angela Tiwari](#) at 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