



**NEWS RELEASE**

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**Contact:** Mary Coppola

[mcoppola@unitedfresh.org](mailto:mcoppola@unitedfresh.org)

202-303-3425

**Ambassador Darci Vetter To Keynote United Fresh Washington Conference**

WASHINGTON, D.C. (August 30, 2016) – United Fresh is pleased to announce that Ambassador Darci Vetter, Chief Agricultural Negotiator for the U.S. Trade Representative, will be the keynote speaker at the United Fresh Washington Conference Opening Breakfast General Session on Tuesday, September 13 in Washington, D.C.

Vetter will share first hand the most up-to-date information on major trade negotiations, including prospects for the Trans-Pacific Partnership (TPP) and the Transatlantic Trade and Investment Partnership (TTIP).

“We’re honoured to have Ambassador Vetter present the case for the passage of the Trans-Pacific Partnership trade deal,” said United Fresh President & CEO Tom Stenzel. “Despite negative rhetoric from both the Republican and Democratic presidential campaigns, free and fair trade is critically important to our industry, as well as the U.S. economy overall.

In her role as Ambassador for the U.S. Trade Representative, Vetter is responsible for bilateral and multilateral negotiations and policy coordination regarding agricultural trade. In a previous role at USDA as Deputy Under Secretary, she oversaw the department's international activities. She had key responsibilities in international trade negotiations and export assistance programs, and coordinated USDA's role in international food aid.

Before joining USDA, she served as an International Trade Advisor on the Democratic Staff of the U.S. Senate Committee on Finance, where she advised Chairman Max Baucus and other Committee members on trade issues relating to agriculture, the environment and labor, including provisions in the 2008 Farm Bill and pending legislation on climate change.

Prior to her work on the Finance Committee, Vetter spent six years at the Office of the U.S. Trade Representative, working to facilitate NAFTA implementation and resolving agricultural trade issues with Canada and Mexico.

Vetter received her Master of Public Affairs degree and a Certificate in Science, Technology and Environmental Policy from the Woodrow Wilson School at Princeton University, and her bachelor's degree from Drake University in Des Moines, IA. She grew up in Nebraska on a family farm.

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](http://www.unitedfresh.org). For more information about The Washington Conference, September 12-14, contact [Angela Tiwari](mailto:Angela.Tiwari@unitedfresh.org) 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](http://www.unitedfresh.org)