



NEWS RELEASE

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United Fresh Announces Nominations Open For Two New Innovation Awards

WASHINGTON, D.C. (April 3, 2017) – United Fresh announces the nomination period is now open for two new personal achievement awards: the **United FreshMKT Achievement Award** and **United FreshTEC Achievement Award**. Each award will honor an individual who has made significant innovations in advancing the fresh produce industry through marketing and merchandising, and technology respectively. The awards will be presented during the new United FreshMKT and United FreshTEC Conferences in Chicago on Tuesday June 13, 2017.

“The fresh produce community is constantly adopting new strategies for growth at an innovative pace,” said United Fresh President & CEO Tom Stenzel. “From new varieties, brands and merchandising solutions, to advancements in automation, harvesting technologies and more, these awards shine a spotlight on the visionaries who are advancing their businesses and charting the path towards a smarter future for the fresh produce community at large.”

Nominations for the United FreshMKT Achievement Awards can be [submitted here](#).

Nominations for the United FreshTEC Achievement Awards can be [submitted here](#).

Tuesday’s **FreshMKT Conference** kicks off with an inspiring look at the changing face of fresh foods presented by Ready Pac Foods, Inc. CEO Tony Sarsam. The conference continues with a deep dive into expert discussions focused on consumer trends, how the “foodie” culture is created and the experience of consuming food, and also will explore growth opportunities on the horizon of fresh foods.

In similar fashion, the **FreshTEC Conference** kicks off with an inspiring look at the future of fresh technology presented by Taylor Farms CEO Bruce Taylor, followed by a deep dive into expert discussions focused on Pre- and Post-Harvest Automation, Food Safety in Packing and Processing Operations, and an intense look at Controlled Growing Environments.

Co-located with the International Floriculture Expo and the Global Cold Chain Expo, United Fresh 2017 provides the most comprehensive global view of the fresh produce industry. Thousands of leaders in retail, fresh produce, floral and cold chain logistics, will gather in Chicago, June 13-15 in search of unique products and the opportunity to enhance relationships with valuable business partners. Registration is available at www.unitedfreshshow.org.

For questions about the United FreshMKT or United FreshTEC Achievement Awards, contact United Fresh Senior Director of Education & Member Programs [Amanda Griffin](#) at agriffin@unitedfresh.org or 202-303-3412.

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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.