



**NEWS RELEASE**

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## **Taylor Farms CEO Bruce Taylor to Keynote FreshTEC Conference** *FreshTEC Expo Debuts New Value for Industry*

WASHINGTON, D.C. (February 24, 2017) – Taylor Farms CEO Bruce Taylor will put the spotlight on innovation as keynote speaker at this year's United FreshTEC Conference, debuting Tuesday, June 13 at McCormick Place in Chicago. In addition to Taylor's keynote, conference attendees will participate in expert panel discussions on Pre- and Post-Harvest Automation, Food Safety in Packing and Processing Operations, and an intense look at Controlled Growing Environments.

The FreshTEC Conference will gather hundreds of produce and fresh foods operations executives seeking opportunities to advance their businesses through technology. Conference attendees will break from presentations to explore the **FreshTEC University Showcase** where top universities from across the country will share their cutting-edge data, concepts and ideas, as well as innovative projects in ag technology.

On Wednesday and Thursday, June 14-15, the FreshTEC Expo brings exhibitors and attendees together with several new destinations to enhance education and networking on the trade show floor. Attendees will find the new **TEC X-Change** at the entrance to the expo, providing a meeting place for colleagues who share common interests to connect and share perspectives on key issues. Topics will include food safety, sanitation, product development, packaging, supply chain management and more.

Within the expo, a new **FutureTEC Zone** will feature a concentrated display area for start-up companies bringing new technologies to the fresh foods industry. As a focal point, Western Growers will feature leading companies from its Center for Innovation & Technology in Salinas, one of the most important incubators in the produce industry for start-up companies.

The **Food Safety Pavilion** expands this year with more exhibitors, research presentations and poster sessions than ever. As the food industry works to comply with the new regulations under the Food Safety Modernization Act (FSMA), this becomes one of the most important destinations on the show floor.

Finally, the **FreshTEC Learning Center** will feature education on real-world applications for today's business challenges. These 45-minute sessions will feature topics such as sanitary equipment design, transportation, cybersecurity, packaging, biotechnology and more. In addition, attendees will look into the future with TEC Talks – 5-minute sessions featuring start-up companies in the FutureTEC Zone.

Registration for the United FreshTEC Expo & Conference is now open. Attendees will have access to co-located shows including the United FreshMKT Expo, Global Cold Chain Expo and the International Floriculture Expo. In addition, FreshTEC attendees will be able to catch up with friends and peers during the official 2017 Opening Party kick-off event at the Shedd Aquarium, this year co-hosted with the Global Cold Chain Expo. For maximum value and access to all United Fresh events, attendees should choose the All Access Package. Early bird rates are available through April 25, 2017.

For full details on the United FreshTEC Expo & Conference and to register, visit [www.FreshTEC.show](http://www.FreshTEC.show). For questions about FreshTEC, and to inquire about participating in any of the enhanced destinations and opportunities available this year, contact Allison Nepveux at [anepveux@unitedfresh.org](mailto:anepveux@unitedfresh.org) or 202-303-3411.

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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.