



NEWS RELEASE

For Immediate Release, April 5, 2017

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United FreshTEC Introduces FutureTEC Zone
Expo to Feature More Than 25 Top Ag Tech Start-Ups

WASHINGTON, D.C. (April 5, 2017) – The 2017 United FreshTEC Expo will boast more than 25 top ag tech start-up companies in the newest show floor destination area, the FutureTEC Zone, June 14-15 in Chicago.

The **FutureTEC Zone**, a central feature of the United FreshTEC Expo, is dedicated to start-up technology companies in the early commercialization phase. Highlighting a range of new technologies for the fresh produce industry, these companies also will generate dialogue exploring innovative solutions to meet the industry’s evolving needs. In addition, 16 FutureTEC Zone start-ups will deliver 5-minute “TEC Talks” in the United FreshTEC Learning Center, offering a glimpse of their business models.

“We’re excited to be working with a number of top incubators and VCs to introduce these dynamic start-ups to our attendees,” said United Fresh President & CEO Tom Stenzel. “We particularly appreciate our collaboration with the Western Growers Center for Innovation & Technology, who will be bringing ten companies to Chicago that currently participate in their incubator program in Salinas, CA.” Other collaborators include Village Capital, Mixing Bowl, Royse AgTech Innovation Network, Food Systems6, Radicle Capital and Sidley Austin.

To date, FutureTEC Zone exhibitors include:

AGERpoint Inc.	IUNU
Apeel Sciences	Lumigrow
Arable Labs, Inc.	ripe.io
California Safe Soil	Robot Rebuilt
CropTrak	Royse AgTech Innovation Network
Dine Market	Scan X Technologies Inc.
Food-Origins	Shelf Engine
FreshSurety	Spensa Technologies, Inc.
Full Harvest	TerrAvion, Inc
Gen2 WTE	TracMap
Growing Veterans	Trace Genomics, Inc.
Hazel Technologies, Inc.	Wexus Technologies Inc.
HeavyConnect	Village Capital
Inteligistics, Inc.	

“The FutureTEC Zone will be a great place for attendees to learn more about the ag tech innovation system,” said Nathan Dorn, United Fresh’s Senior Technology Adviser. “These

companies are some of the best new players, having been incubated and funded by proven 'Knowledge Developers' seeking to address industry challenges."

Companies will display solutions for different applications across the produce and fresh foods supply chains. As more companies join the ranks of those listed above, the FutureTEC Zone will continue to grow as the United FreshTEC Expo's future ag tech solutions center.

Co-located with the United FreshMKT Expo, the International Floriculture Expo and the Global Cold Chain Expo, United FreshTEC Expo 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 solutions and the opportunity to enhance relationships with valuable business partners. Registration is available at www.FreshTEC.show.

For more information about the United FreshTEC Expo and to participate in the FutureTEC Zone, contact [Allison Nepveux](#) at 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.