NEWS RELEASE
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United FreshMKT Introduces The Organic Showcase
Expo to feature more than 40 innovative organic products

WASHINGTON, D.C. (April 11, 2017) – In response to consumer and industry trends, the 2017 United FreshMKT Expo will boast more than 40 innovative organic products in the newest show floor destination area, the Organic Showcase, June 14-15 in Chicago. According to United FreshFacts® on Retail, organics have seen continued strong growth over the years, accounting for 30% of all produce growth. In 2016, organic produce had a total of $4.46 billion in sales (a 13.2% increase over 2015); organic sales are expected to continue to rise.

“The industry is seen a significant increase in organic produce sales,” said United Fresh President & CEO Tom Stenzel. “With new organic products going to market on an ongoing basis, the Organic Showcase provides attendees a unique opportunity to find the latest organic offerings – all in one place.”

To date, Organic Showcase participants include:

AMCO Produce
Braga Fresh Family Farms
bighthouse organics
California Giant Berry Farms
Cal-Organic Farms
Central West Produce
CMI Orchards
Crunch Pak
D'Arrigo Bros
Del Fresno Produce
Del Monte Fresh Produce
Double Diamond Farms
Earth Source Trading
Enza Zaden
Fit Organic
Fresh Express
Gourmet Mushrooms
Green Belle (Sun Belle)
Greenhouse Produce Company
Handy Candy
Harvest Sensations

Hollandia Produce
Mann Packing
Mastronardi Produce
Melissa's
Mucci Farms
Nature Fresh Farms
Naturipe Farms, LLC
Peri & Sons Farms
Progressive Produce Corporation
Pure Flavor – Pure Hothouse Foods Inc.
Ready Pac Foods
Red Sun Farms
Robinson Fresh
Shenandoah Growers
Sunkist Growers, Inc.
Suntastic
Vincent B Zaninovich & Sons
Veggie Noodle Co.
Wholly Guacamole
Wish Farms
The Organic Showcase is located in the center of the United FreshMKT show floor, providing a single destination for organic buyers to find new products. The unique space offers foodservice, wholesale, and retail industry executives an added value to the show floor by allowing them to specifically focus on organics and produce marketers gain extra visibility for their products while driving traffic to their booth as part of the new Organic Trail.

Co-located with the United FreshTEC Expo, the International Floriculture Expo and the Global Cold Chain Expo, United FreshMKT 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.unitedfreshshow.org.

For more information about the United FreshMKT Expo and to participate in the Organic Showcase, contact Emily Woodard at 202-303-3415.

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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.