



## 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	Hollandia Produce
Braga Fresh Family Farms	Mann Packing
briighthouse organics	Mastronardi Produce
California Giant Berry Farms	Melissa's
Cal-Organic Farms	Mucci Farms
Central West Produce	Nature Fresh Farms
CMI Orchards	Naturipe Farms, LLC
Crunch Pak	Peri & Sons Farms
D'Arrigo Bros	Progressive Produce Corporation
Del Fresco Produce	Pure Flavor – Pure Hothouse Foods Inc.
Del Monte Fresh Produce	Ready Pac Foods
Double Diamond Farms	Red Sun Farms
Earth Source Trading	Robinson Fresh
Enza Zaden	Shenandoah Growers
Fit Organic	Sunkist Growers, Inc.
Fresh Express	Suntastic
Gourmet Mushrooms	Vincent B Zaninovich & Sons
Green Belle (Sun Belle)	Veggie Noodle Co.
Greenhouse Produce Company	Wholly Guacamole
Handy Candy	Wish Farms
Harvest Sensations	

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](http://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.