



NEWS RELEASE

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**Statement of Tom Stenzel, President and CEO, United Fresh Produce Association
On USDA Final Rule on Enhanced Retailer Standards in the
Supplemental Nutrition Assistance Program (SNAP)**

"United Fresh Produce Association commends the USDA on its revised final rule to enhance retailer standards in the Supplemental Nutrition Assistance Program (SNAP) to increase healthier options for SNAP participants. The new retail standards will increase the variety and amount of fruits and vegetables available to SNAP customers while being sensitive to the concerns of convenience stores and other small food retail businesses. The rule ensures that SNAP retailers offer 7 varieties of fruits and vegetables, with 3 units of each variety, for a total of 21. We believe that this is a Win-Win for SNAP families and retail stores.

In reviewing the proposed rule, United Fresh had supported provisions to make more fruits and vegetables available to SNAP recipients, but also encouraged USDA to be sensitive to regulatory burdens place on small retailers.

We are working hard to assist convenience and small-footprint retailers in stocking and merchandising more fresh fruits and vegetables. In 2014, United Fresh formed a joint committee with the National Association of Convenience Stores (NACS) and has worked in partnership with NACS to strengthen fresh and fresh-cut produce distribution supply chains to make it easier for convenience stores to offer a wider variety of high quality and appealing fresh fruits and vegetables to their customers, including SNAP participants."

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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.