



NEWS RELEASE

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United Fresh Hails Trade Promotion Authority Agreement

WASHINGTON, D.C. (April 17, 2015) – United Fresh Produce Association applauds the agreement reached yesterday by leaders of the House and Senate on the introduction of Trade Promotion Authority (TPA), also known as fast track legislation, to provide the President with the authority to negotiate trade agreements and present them to Congress for a yes or no vote. TPA expired in 2007, and yesterday's announcement signals a breakthrough in U.S. trade policy that has the potential to provide significant benefits to fresh produce providers at a time when the industry is seeking to increase exports and maintain the benefits of increasing imports.

"This is good news for agriculture, generally, and for the fruit and vegetable industry, in particular," said Robert Guenther, United Fresh's Senior Vice President for Public Policy. "As I, and other agriculture representatives, [testified](#) before the House Agriculture Committee recently, TPA is essential to the conclusion of other significant trade negotiations such as the Trans-Pacific Partnership (TPP) and the Transatlantic Trade and Investment Partnership (T-TIP). Both TPP and T-TIP have the potential for tremendous trade opportunities for the fresh fruit and vegetable industry in regions such as Asia, [South America](#) and Europe. Furthermore, our industry is looking more closely at trade policies as a key avenue for promoting the growth of its operations. We will be working closely with our congressional allies and agriculture counterparts for passage of TPA and also to ensure that subsequent trade agreements provide as many opportunities for produce providers as possible."

The Senate Finance Committee is expected to vote on TPA legislation on Thursday, April 23.

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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. www.unitedfresh.org