



## NEWS RELEASE

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**Contact:** Mary Coppola

[mcoppola@unitedfresh.org](mailto:mcoppola@unitedfresh.org)

202-303-3425

### **United Fresh and Canadian Produce Marketing Association Release U.S.A.-Canada Bilateral Labeling Guide**

WASHINGTON, D.C. (January 5, 2017) – The United Fresh Produce Association and the Canadian Produce Marketing Association have jointly released [The U.S.A.-Canada Bilateral Labeling Guide](#).

The guide is a user-friendly tool for those involved in the design of fresh produce labeling and packaging to be shipped and distributed in the United States and/or Canada, including Quebec. This resource is inclusive of consumer packaging, master containers (RPC and shipping containers), including detailed graphics for the requirements for labeling fresh-cut produce plus an extensive list of U.S.A. and Canadian resources.

“We are proud of our work with the Canadian Produce Marketing Association and to have created this valuable resource on fresh produce packaging and labeling,” says Dan Vaché, United Fresh Vice President of Supply Chain Management. “This guide will be extremely helpful in the day-to-day operations of our members in the United States and Canada.” Jane Proctor, VP Policy and Issue Management for CPMA echoes Mr. Vache’s comments “CPMA believes strongly in collaboration to provide the best outcomes for the industry and welcomed the opportunity to work with United to deliver this new resource for industry.”

The guide is available free of charge for all United Fresh Members and Canadian Produce Marketing Association Members here. For questions on this guide, contact [Dan Vaché](#) at (425) 629-6271 or Jane Proctor at (613) 226-4187.

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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. For more information, visit [www.unitedfresh.org](http://www.unitedfresh.org)

#### **About the Canadian Produce Marketing Association (CPMA):**

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that represents companies that are active in the marketing of fresh fruits and fresh vegetables in Canada from farm gate to dinner plate. CPMA's vision is to enable and lead the produce industry by enhancing the market and facilitating trade of fresh fruits and vegetables for its members.