



NEWS RELEASE

For Immediate Release, July 1, 2015

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United Fresh's Stenzel, Gombas and Guenther Appointed to USDA Advisory Committees

Representatives from United Fresh Member Companies also Named to Coveted Posts

WASHINGTON, D.C. (July 1, 2015) – United Fresh's President and CEO, Tom Stenzel, along with Senior Vice President, Food Safety and Technology, Dave Gombas, Ph.D. and Senior Vice President of Public Policy, Robert Guenther, have been appointed by USDA Secretary Tom Vilsack and U.S. Trade Representative Michael Froman to serve on federal agriculture advisory committees.

Stenzel is one of 34 members of the Agricultural Policy Advisory Committee (APAC) that will advise the Secretary of Agriculture and U.S. Trade Representative on the administration of trade policy, including the enforcement of existing trade agreements and negotiating objectives for new trade pacts. Guenther serves on the Agricultural Technical Advisory Committee (ATAC) for Trade in Fruits and Vegetables – one of six technical committees that provide counsel on specific commodities and products. Gombas is a member of the National Advisory Committee on Microbiological Criteria for Foods, which provides impartial, scientific advice to federal food safety agencies.

Noting that international sales of American farm and food exports over the last six years were the strongest in history – totaling \$771.7 billion – Vilsack considers committee appointees “an invaluable asset representing one of the most important sectors to America’s export economy, whose expertise and knowledge will be relied upon to bring home the best possible trade deals.”

In addition, representatives from several United Fresh Produce Association member organizations have been named to USDA’s advisory committees on trade policy, fruits and vegetables, and grains, including:

Almond Board of California

Julie Adams

California Avocado Commission

Ken Melban

California Citrus Mutual

Joel Nelsen

California Citrus Quality Council

James Cranney, Jr.

California Fresh Fruit Association

Marcy Martin

CoBank, ACB

Karen Lowe

Earthbound Farm

John Foster

Florida Fruit and Vegetable Association

Michael Stuart

Florida Tomato Exchange

Reginald Brown

North Carolina Farm Bureau

Larry Wooten

Northwest Horticultural Council

Christian Schlect

Sunkist Growers

Rayne Thompson

Texas Citrus Mutual

Dale Murden

Washington State Potato Commission

Matt Harris

Western Growers Association

Tom Nassif

Established by Congress in 1974, the committees ensure that the private-sector has a voice in the development of agricultural trade policy objectives that reflect U.S. commercial and economic interests. Appointee terms last until June 15, 2019.

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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