



**NEWS RELEASE**

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**United Fresh Selects Public Health Leader  
as Senior Director of Nutrition Policy**

WASHINGTON, D.C. (August 1, 2017) – United Fresh Produce Association announces the hiring of Mollie Van Lieu as Senior Director of Nutrition Policy. Van Lieu joins the association following the retirement of long-time nutrition policy leader Lorelei DiSogra.

“I am thrilled that Mollie will be joining us full-time on the United Fresh team as we’ve already been working closely on fruit and vegetable issues for many years,” said United Fresh President & CEO Tom Stenzel. “Mollie is highly respected by her peers in the public health and nutrition community, and has outstanding relationships with nutrition stakeholders on Capitol Hill and in all of the relevant regulatory agencies.”

Van Lieu is currently Senior Associate, Government Relations at The Pew Charitable Trusts. She joined Pew in 2014, where she led federal government advocacy for the Kids’ Safe and Healthful Foods Project. During this time, she was instrumental in advancing school food policies to bring more healthful and nutritious foods to kids. From 2011 to 2014, Van Lieu held the position of Senior Education Policy Strategist for the National PTA, where she served as the association’s senior lobbyist handling education and children’s issues, and worked closely with United Fresh on child nutrition issues. She began her Washington, D.C. career in 2008 on the staff of Pennsylvania Congressman Todd Platts, working on his sponsorship of the House’s 2010 Child Nutrition Reauthorization. She is a graduate of McDaniel College in Westminster, Maryland.

“United Fresh has long been a leader in strengthening the nation’s nutrition programs,” said Van Lieu.

“Having worked with Lorelei and other United Fresh team members for several years, I am honored to join them as we build upon the progress made to increase consumption of fresh fruits and vegetables.”

“Mollie’s strong experience in driving child nutrition policy will allow her to hit the ground running as part of our public policy team,” said United Fresh Senior Vice President of Public Policy Robert Guenther. “With a new Farm Bill on the horizon, and continuing regulatory challenges on the nutrition policy front, Mollie will be a great asset as we work to influence strong, science-based public health policy.”

“Lorelei DiSogra helped us make great strides in the public health arena getting more fresh fruits and vegetables to kids,” Stenzel said. “I’m excited to be taking the next step with Mollie’s leadership to build on Lorelei’s legacy,” he said.

Van Lieu will begin work at United Fresh on September 5, just in time for the association’s annual Washington Conference on September 18-20.

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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.