



**NEWS RELEASE**

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## **2017 Washington Conference to Kick Off with Opening Reception In Historic Senate Kennedy Caucus Room**

WASHINGTON, D.C. (August 3, 2017) – The United Fresh Washington Conference Celebrate Fresh Opening Reception will take place Monday, September 18, 2017 in one of the most historic rooms in the nation’s capital: the Kennedy Caucus Room of the Russell Senate Office Building.

Produce industry leaders from across the country will come together to celebrate the Power of Fresh in this iconic room that has served as the backdrop for many major Senate committee investigations, including hearings on the sinking of the Titanic, Pearl Harbor, Watergate, and the Vietnam War.

“The walls of the Kennedy Caucus Room have housed some of the most historic moments of our country,” said United Fresh Senior Vice President of Public Policy Robert Guenther. “Fresh produce advocates will have a unique opportunity to come together and enjoy the historic atmosphere and absorb the impact of the decisions made within its walls.”

Originally known as just the “Senate Caucus Room,” the name was changed in 2009 after the Senate voted to name the space the “Kennedy Caucus Room” in honor of John F. Kennedy, Robert F. Kennedy, and Edward M. Kennedy. All three brothers served as senators and participated in major hearings that took place in the caucus room. Senator Christopher Dodd (CT) is quoted as saying that by naming the room after the Kennedys, it is “not just as a monument to the things these three brothers did as senators and as colleagues of ours here, but in the spirit of compassion and compromise, the fierce advocacy and tender friendship that Teddy and his brothers brought to this body.”

Each year, the Washington Conference brings together hundreds of produce leaders from all sectors of the industry for education on critical industry issues such as our workforce, trade, tax reform and nutrition. Attendees also take part in meetings with members of Congress and their staff, as well as top regulatory officials.

To register for The Washington Conference, visit [www.unitedfresh.org](http://www.unitedfresh.org) or contact [Angela Tiwari](mailto:Angela.Tiwari@unitedfresh.org) at 202-303-3416.

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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)