



NEWS RELEASE

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Contact: Mary Coppola

mcoppola@unitedfresh.org

202-303-3425

United Fresh Retains Senior Technology Adviser

AgTech Leader to Help Build United FreshTEC Conference & Expo

WASHINGTON, D.C. (December 12, 2016) – United Fresh is pleased to announce that Nathan Dorn has joined the association team as Senior Technology Adviser to help build its education and trade show technology platform, supporting the new United FreshTEC Conference & Expo, June 13-15, 2017 in Chicago.

Dorn will share his expertise in robotics, engineering, mechanical harvesting and other technology applications gained from years of experience with the Reiter Affiliated Companies, Gallo Family Vineyards, and the Pepsi Bottling Group. In addition to his current consulting role, he is the CEO and co-founder of Food Origins – a startup focused on precision data collection and analytic services for hand-harvested produce. He was previously Director of Knowledge and Innovation for Reiter Affiliated Companies, implementing worldwide organizational mechanization programs for fresh berry harvest and non-harvest activities.

“We’re excited to have Nathan bring a new level of technical expertise to the FreshTEC team at United,” said United Fresh President & CEO Tom Stenzel. “Nathan will be a great asset as we work to create a new innovation platform at the show that will combine expert education for industry operations executives, and highlight technology innovations and applications throughout the growing, packing and processing of fresh foods.”

Dorn began his career as a US Navy nuclear mechanic for the submarine fleet. He received his MBA from Pepperdine’s Graziadio School of Business Management and his BA from the University of Phoenix.

Currently Dorn serves as Organizing Host for the RoboUniverse Ag Robotics Track, and as an advisor to multiple startup organizations, Cal Poly / California Strawberry Commission Research Center, Hartnell Jr. College, & the Mixing Bowl.

The United FreshTEC Conference & Expo is designed to highlight the most innovative technologies coming to our business from farm to table. Breakthrough innovations in mechanical harvesting, robotics, packing and packaging, and more will be featured in the FreshTEC Expo. Attendees also will find a new Food Safety Pavilion featuring the latest technologies to help companies comply with the myriad of regulations under the Food Safety Modernization Act (FSMA). The FreshTEC Conference program will be designed specifically for operations executives and managers looking to understand new technology solutions that are available now, but also to look beyond at the visionary innovations on the way.

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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.