



NEWS RELEASE

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United Fresh Launches Enhanced Grassroots Website for Produce Industry *Heightens Focus on Mobilizing the Power of Fresh*

WASHINGTON, D.C. (November 10, 2015) – Today, a year removed from one of the most critical presidential elections in many years, United Fresh has launched a redesign of its Grassroots Action Network website (www.freshaction.org), allowing the produce industry a more robust platform to connect with elected officials in Washington, D.C. Open to all members of the fresh produce industry, as well as industry partners and critical stakeholders, the Grassroots Action Network website will mobilize the power of fresh produce through strategic grassroots efforts. For the remainder of 2015, United Fresh is targeting several key issues on this new platform, including urging Congress to take up drought relief legislation; protecting fresh fruits and vegetables under the reauthorization of child nutrition programs; and passing longstanding highway transportation legislation that has been up for renewal since 2005.

“We are very excited to launch this new platform that offers our industry an expansive set of tools that will help it further engage here in Washington,” stated Robert Guenther, Senior Vice President, Public Policy for United Fresh. “With the fresh produce industry involved in so many important policy issues, having a grassroots tool that will allow our members to easily communicate with their elected officials will be critical to the success of our efforts. In addition, it provides important background on key issues, important congressional races and profiles of presidential candidates.”

Some of the key features of the Grassroots Action Network include:

User-friendly Take Action Platform – Grassroots advocates will have easy access to constituent letters that can be personalized to communicate about their own business on key issues before Congress.

In-depth Election Analysis – Users will have instant access to, and analysis of, key congressional races along with the presidential candidates as they move forward with their campaigns.

Discover Multiple Ways to Get Involved – Beyond writing a letter to elected officials, grassroots advocates can discover other forums to share the power of fresh produce with their elected leaders.

Contributing to Grassroots and Political Advocacy – Grassroots advocates can also use the new platform to contribute directly to United Fresh’s political efforts through the United Fresh Produce Association’s *FreshPAC* and critical grassroots education through the *Power of Fresh Fund*.

“The produce industry has never had a stronger voice in Washington than today,” said Tom Stenzel, President and CEO of United Fresh Produce Association. “The Grassroots Action Network will help mobilize thousands of produce members to urge their government representatives to implement fair and sound policies that enhance our business rather than restrict our success. At the end of the day, we’ve

got to put a personal face on the produce industry in every congressional district across the country. This new tool moves us closer in that direction.”

In addition to the basic grassroots system, United Fresh will make available specially designed Internet portals for member companies and trade associations that would like to offer their own branded government relations sites to their employees, stockholders or members. These services will allow companies or associations to direct their own constituents to a site that addresses the issues most important to those organizations.

United Fresh was one of the original early adopters of online grassroots advocacy in the food and agriculture association space, establishing its Grassroots Action Network in 2003. Since that time, thousands of produce industry members have joined the Grassroots Action Network and communicated to Congress on dozens of issues over the last 12 years.

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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. Visit www.unitedfresh.org.