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## **United Fresh and Western Growers Team Up to Provide Recall Insurance to Fresh Produce Industry**

**IRVINE, Calif. (September 18, 2017)** – The United Fresh Produce Association (United Fresh) and Western Growers (WG) have entered into a formal marketing agreement to jointly promote the *Western Growers Shield™*, a first-of-its-kind insurance program specifically designed to protect food companies from recall liability.

“This program represents an innovative solution to a critical bottom line issue facing our members,” said Tom Stenzel, United Fresh President & CEO. “Our Finance & Business Administration Council was very impressed with this program, and we look forward to working with the WG team to bring recall insurance to every segment of the fresh produce supply chain.”

Under the terms of the agreement, United Fresh will exclusively endorse and promote this proprietary program encompassing property, contamination, recall, liability and non-physical damage loss of income.

“United Fresh and Western Growers have a long history of working together to promote the competitiveness and profitability of the fresh produce industry,” said Tom Nassif, Western Growers President and CEO. “With United’s reach into states not currently served by WG, and relationships with food companies from farm to fork, this partnership is the next logical step in protecting the long-term viability of our collective memberships.”

United Fresh and WG will also work together to provide several other proprietary WG solutions to the fresh produce industry.

[Click here for more information on the \*Western Growers Shield™\* program.](#)

### **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.

### **About Western Growers**

Founded in 1926, [Western Growers](#) represents local and regional family farmers growing fresh produce in Arizona, California, Colorado and New Mexico. Our members and their workers provide half the nation's fresh fruits, vegetables and tree nuts, including half of America's fresh organic produce. For generations we have provided variety and healthy choices to consumers. Connect with and learn more about Western Growers on our [Twitter](#) and [Facebook](#).

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