



NEWS RELEASE

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United Fresh Announces Nominations Open For Two Innovation Awards

WASHINGTON, D.C. (February 26, 2018) – United Fresh announces the nomination period is now open for two achievement awards: the **United FreshMKT Achievement Award** and **United FreshTEC Achievement Award**. Each award will honor an individual or company who has made significant innovations in advancing the fresh produce industry through marketing and merchandising and technology respectively. The awards will be presented during the United FreshMKT and United FreshTEC Conferences in Chicago on Monday, June 25, 2018.

“The fresh produce community is constantly adopting new strategies for growth at an innovative pace,” said United Fresh President & CEO Tom Stenzel. “From new varieties, brands and merchandising solutions, to advancements in automation, harvesting technologies and more, these awards shine a spotlight on the visionaries who are advancing their businesses and charting the path towards a smarter future for the fresh produce community at large.”

Nominations for the **United FreshMKT Achievement Awards** can be [submitted here](#).

Nominations for the **United FreshTEC Achievement Awards** can be [submitted here](#).

Monday’s **United FreshMKT Conference** kicks off with an inspiring look at the changing face of fresh foods. The conference continues with a deep dive into expert discussions focused on consumer trends, how media shapes food culture and the experience of consuming food, and also will explore growth opportunities on the horizon of fresh foods.

In similar fashion, the **United FreshTEC Conference** kicks off with an inspiring look at the future of fresh technology, followed by a deep dive into expert discussions focused on pre- and post-harvest automation, food safety in packing and processing operations, and an intense look at controlled growing environments.

Once again, United Fresh will co-locate with the Global Cold Chain Expo and the International Floriculture Expo, and new this year, the debut of the SmartFood Expo™ focused on fresh, healthy and better-for-you foods. One conference package registration affords you access to all five co-located conferences on Monday, June 25 in Chicago. Registration is available at www.unitedfreshshow.org.

For questions about the United FreshMKT or United FreshTEC Achievement Awards, contact United Fresh Vice President of Member Relations [Miriam Volk](#) at mwolk@unitedfresh.org or 202-303-3410.

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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.