



NEWS RELEASE

For Immediate Release, March 8, 2018

Contact: Mary Coppola

mcoppola@unitedfresh.org

202-303-3425

Wonderful Citrus President David Krause To Keynote United FreshTEC Conference

Pre-Expo Conference Highlights Importance of Technology in Fresh Produce Supply Chain

WASHINGTON, D.C. (March 8, 2018) – Wonderful Citrus President David Krause will put the spotlight on innovation as keynote speaker at this year's United FreshTEC Conference, Monday, June 25 at McCormick Place in Chicago where hundreds of produce and fresh foods operations executives will gather to discover opportunities to advance their businesses through technology.

David Krause has been with Wonderful Citrus for 19 years, 17 of those as its President where he oversees the largest integrated grower, packer, and shipper of fresh citrus in the world. Wonderful Citrus owns and farms over 58,000 acres in various locations throughout California, Texas, and Mexico.

A third-generation farmer, David has been active in the citrus industry most of his adult life. He served as a Director of Sunkist Growers, Inc. from 1996 to 2006, serving as its Chairman in 2005 and 2006. He served on the United Fresh Produce Association's Board of Directors and was its Chairman in 2012. He is a trustee of Valley Children's Hospital and the immediate past Chairman. Being a believer in the Ag Industry and the need for future leadership, he was a past Director of the California Agricultural Leadership Foundation and in 2011 was recognized as an Honorary Fellow. In 2012, David was named Produce Man of the Year by *The Packer* magazine.

The **United FreshTEC Conference** will take place from Noon-5:00 pm on Monday, June 25 where hundreds of attendees will experience education sessions on automation and mechanization, big data, packaging innovation and more.

Attendees will break from presentations to explore the **United FreshTEC University Showcase** where top universities from across the country will share innovative projects in ag technology. The conference will conclude with the presentation of the **United FreshTEC Achievement Award** which honors an individual who has made significant technical contributions to the fresh produce industry.

Registration for the United FreshTEC Expo & Conference is now open. Attendees also will have access to all co-located shows including the United FreshMKT Expo, Global Cold Chain Expo, the International Floriculture Expo and the new SmartFood Expo™. United FreshTEC attendees will be able to catch up with friends and peers during the official 2018 Opening Party kick-off event at Chicago's Field Museum, following this year's Post-Conference Happy Hour. For maximum value and access to all United Fresh events, attendees should choose the All Access Package. Early bird rates are available through May 15, 2018.

For full details on the United FreshTEC Expo & Conference and to register, visit www.unitedfreshshow.org. For questions about United FreshTEC, and to inquire about participating in any of the enhanced destinations and opportunities available this year, contact Allison Nepveux at anepveux@unitedfresh.org or 202-303-3411.

###

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.