



NEWS RELEASE

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United Fresh Innovation Awards Application Period Now Open
Seeking Innovative New Products and Tech Solutions

WASHINGTON, D.C. (March 7, 2018) – United Fresh announces the application period is now open for 2018 United Fresh Innovation Awards. Companies are encouraged to nominate their products and solutions in seven categories, including two new categories for 2018 – Best New Indoor Growing Technology and Best New Field Technology – for the winning title which will be announced at United Fresh 2018, June 25-27 in Chicago

“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, growing technologies and more, these awards shine a spotlight on the products and solutions that are driving the industry forward.”

This year’s categories include:

- Best New Packaging
- Best New Food Safety Solution
- Best New Packaging/Processing Equipment
- Best New Fruit Product
- Best New Vegetable Product
- **NEW!** Best New Indoor Growing Technology
- **NEW!** Best New Field Technology

The **United Fresh Expos** will be open June 26-27. Expo attendees will be able to vote for their favorite United Fresh Innovation Awards finalists in each category during the trade show. Winners will be announced on the trade show floor on Wednesday, June 27. Companies applying for the awards in any category must be a United FreshMKT or United FreshTEC exhibitor to be eligible to participate,

Once again, United FreshMKT and United FreshTEC will co-locate with the Global Cold Chain Expo and the International Floriculture Expo, and new this year, the SmartFood Expo™ focused on fresh, healthy and better-for-you foods. One registration affords you access to all five co-located conferences and expos June 25-27 in Chicago. Registration is available at www.unitedfreshshow.org.

For questions about the United Fresh Innovations Awards or to participate, contact United Fresh Vice President of Conferences and Industry Collaboration John Toner at jtoner@unitedfresh.org or 202-303-3424.

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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.