



**NEWS RELEASE**

**For Immediate Release, March 15, 2018**

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## **United Fresh Names DC Veteran as Sr. Director of Gov't Relations**

WASHINGTON, D.C. (March 15, 2018) – United Fresh Produce Association announces the hiring of John Hollay as Senior Director of Government Relations. Hollay joins the association staff and the government relations team at United Fresh following successful stints at National Milk Producers Federation and Capitol Hill.

“We are very excited that John will be joining our team at United Fresh as I have worked with him for several years now on a number of issues impacting the fresh produce industry,” said Robert Guenther, Senior Vice President of Public Policy for United Fresh. “John’s in-depth knowledge of Washington, DC and Capitol Hill along with his strategic insight on issues such as immigration reform and the farm bill will strengthen our efforts here in our nation’s capital.”

For six years, Hollay worked for the National Milk Producers Federation rising to Vice President of Government Relations. Prior to that he served as a congressional aid for five years working for Joe Courtney of Connecticut. During his tenure at National Milk, he spearheaded strategic efforts for the nation’s dairy farmers on issues around the 2014 farm bill, immigration reform, and bioengineering labeling. On Capitol Hill, serving as a senior legislative assistant, John focused on issues ranging from agriculture policy to education and labor.

“I am very pleased to join the team at United Fresh,” said Hollay. “The wide array of issues we will be tackling are vitally important to our members and I look forward to vigorously advocating for our priorities each and every day. With immigration reform still pending and a farm bill expiring at the end of the year, the fresh produce industry has a great deal at stake as Congress continues its work.”

John Hollay will begin work at United Fresh on March 19 and will work directly with the United Fresh government relations team.

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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. For more information, visit [www.unitedfresh.org](http://www.unitedfresh.org)