



NEWS RELEASE

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Secretary of Agriculture Sonny Perdue to Keynote United Fresh 2018

WASHINGTON, D.C. (June 18, 2018) – U.S. Secretary of Agriculture, Sonny Perdue, will join United Fresh attendees as the opening keynote speaker on Tuesday June 26 in Chicago. Secretary Perdue will address the key issues facing the produce industry, from immigration reform and the need for a legal workforce to NAFTA and the need to retain a fair international trade framework for agriculture.

“We’re honored that Secretary Perdue will join us in Chicago,” said United Fresh President & CEO Tom Stenzel. “He’s a proven leader for agriculture, helping the Administration and Congress both to understand the importance of feeding the world. A task that requires a secure U.S. workforce, and a global trade system that supports both producers and consumers.”

The fruit and vegetable industry is highly dependent on our workforce in order to sustain and grow our industry to meet increasing demand for fresh fruits and vegetables. Likewise, our ability to trade around the globe in an open and equal import/export environment allows our businesses to grow beyond our nation’s borders in order to better serve U.S. consumers.

Secretary Perdue will speak at the United Fresh 2018 Keynote Breakfast taking place on Tuesday, June 26, from 8:00 to 10:00 am at the McCormick Place Convention Center in Chicago. The event requires a United Fresh All Access Package. Attendees who have already registered for Trade Show Only passes, as well as exhibitors, can upgrade their registration. To upgrade your current registration, navigate through your existing registration confirmation.

If you have not yet registered for United Fresh 2018, visit www.unitedfreshshow.org and make your plans to attend and hear one of the most important leaders in agriculture today.

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. Registration is available at www.unitedfreshshow.org. Media are invited to attend but must pre-register by contacting, United Fresh Senior Director of Marketing & Communications [Mary Coppola](mailto:Mary.Coppola@unitedfresh.org).

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About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association serves companies at the forefront of the global fresh and fresh-cut produce industry, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. From its headquarters in Washington, D.C. and Western Regional office in Salinas, Calif., United Fresh and its members work year-round to make a difference for the produce industry by driving policies that increase consumption of fresh produce, shaping critical legislative and regulatory action, providing scientific and technical leadership in food safety, quality assurance, nutrition and health, and developing educational

programs and business opportunities to assist member companies in growing successful businesses. For more information, visit www.unitedfresh.org or call 202-303-3400.