



**NEWS RELEASE For Immediate Release, October 29, 2018**

**Contact:** Mary Coppola

[mcoppola@unitedfresh.org](mailto:mcoppola@unitedfresh.org)

202-303-3425

## **United Fresh Announces New All Access Education Package for 2019**

*New education package delivers value by saving members time and money!*

WASHINGTON, D.C. (October 29, 2018) – United Fresh Produce Association has announced a new, member exclusive **All Access Education Package** for 2019. The package offers members access to three core annual events with the convenience of a single registration.

“We’re pleased to offer this streamlined approach to registration for our members,” said United Fresh’s Vice President of Member Services Miriam Wolk. “We know how busy our members are, and it’s our job to ensure that we’re providing easy access to our events that provide professional growth and opportunity for the whole industry.”

Members can use the All Access registration in several ways. Individuals can purchase the package for their own registrations for the three core events. Rather than having to remember to register each time, United Fresh will take care of pre-registering individuals for each event automatically, saving time and effort on their behalf.

A great alternative is for a member company to purchase one or more packages, dividing the registrations as needed across multiple people and programs. This allows companies to provide professional development opportunities to multiple employees throughout the year. They also can choose to share these registrations with their customers or industry partners.

The 2019 All Access Education Package includes:

1. **FreshStart 2019** (January 15-17, La Quinta, CA)  
FreshStart 2019 is the United Fresh Start Foundation’s annual event bringing together attendees from across the industry to work together to increase children’s access to fresh produce. The event features a conference program focused on connecting our businesses to growth opportunities serving our next generation of consumers, as well as the Foundation’s annual Gala Dinner and presentation of the United Fresh Lifetime Achievement award; the annual fundraising golf tournament; the second annual “*Bids for Kids*” silent and live auction, and meetings of all United Fresh volunteer leadership boards, councils and committees.
2. **United Fresh 2019 Convention & Expo** (June 10-12, Chicago, IL)  
This June in Chicago, the United Fresh Convention & Expo brings the total supply chain together from grower to retail, exploring the newest fresh produce products and the tech innovations that support growth, development, promotion, transportation, and expansion across the supply chain.

3. **2019 Washington Conference** (September 16-18, Washington, DC)  
The Washington Conference is the fresh produce industry's annual gathering of leaders to converge on Capitol Hill for critical education and discussion to address the industry's most pressing public policy matters. Attendees will engage in strategic, face-to-face dialogue with key members of Congress, their staff and top regulatory officials.

United Fresh members can register for the 2019 All Access Education Package for the discount rate of \$1,995 by visiting [www.unitedfresh.org](http://www.unitedfresh.org). For questions, contact Amanda Griffin, United Fresh's Senior Director of Education & Member Programs at [agriffin@unitedfresh.org](mailto:agriffin@unitedfresh.org) or 202-303-3412.

###

#### **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.