



NEWS RELEASE For Immediate Release, October 8, 2018

Contact: Mary Coppola

mcoppola@unitedfresh.org

202-303-3425

United Fresh Produce Executive Development Program Registration Open

WASHINGTON, D.C. (October 8, 2018) – Registration is now open for the United Fresh Produce Executive Development Program, presented in partnership with the Cornell University Food Industry Management Program. Taking place March 24-29, 2019 at the Cornell University’s Statler Hotel & Executive Conference Center in Ithaca, NY, this program is specifically designed to help today’s produce industry leaders sharpen their business acumen and executive skill set.

“I was so impressed with the curriculum after attending myself, that I’ve integrated it as part of my staff’s professional development,” says Michael Muzyk, President, Baldor Specialty Foods, Inc. “Each year I rediscover the value of this program as my staff return from Ithaca renewed, inspired and ready to solve the challenges of the day within our business and with our industry partners and clients.”

Professors and produce industry leaders will engage attendees through the week-long program in discussions, hands-on case studies and interactive working groups to help master strategic thinking, a better understanding of food industry trends, executive leadership skills, competitive strategy, decision making and more!

This limited space program is designed for those in, or under, consideration for a leadership position, involved in a company’s strategic planning and execution, or have the desire to lead the fresh produce industry. More than 500 attendees have completed this program, going on it’s 13th year, and hail from diverse companies and backgrounds, providing an opportunity to learn as much from the dynamic interactions with fellow classmates as from the curriculum itself.

Tuition for the program includes five nights lodging, breakfasts, lunches, and several group dinners, all classroom sessions, materials and tours, personalized assessment tools and customized reports, as well as a completion certificate and group photo. Details of the course and fees can be found on the United Fresh website.

To register for the United Fresh Produce Executive Development Program, visit www.unitedfresh.org. For more information, contact [Amanda Griffin](mailto:agriffin@unitedfresh.org), United Fresh’s Senior Director, Education & Member Programs, at 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.