United Fresh has been hard at work representing more than 1,500-member companies in the fresh produce supply chain and their hundreds of thousands of employees. We’re on Capitol Hill every day, working with Congress and the administration to help shape legislation and policies that help us deliver the most nutritious and abundant food supply to consumers around the world. The past two years have been busy:

- Our Annual Washington Conference brought more than 700 industry leaders to meet up close and personally with our nation’s leaders.
- We hosted 6 fly-ins for our members to meet with legislators and regulators.
- We worked with over 40 coalitions on issues including immigration reform, nutrition, transportation food safety, and regulatory reform.
- We attended more than 900 Congressional meetings.
- We amplified our members’ voice on social media platforms with over 140,000 impressions across all our platforms.
- We helped our members send over 2,800 grassroots communications to Congress about issues important to the fresh produce industry.
- Our United FreshPAC increased our support for Congressional candidates, building bipartisan relationships with Members of Congress who will work with our industry.

We’re proud to represent the full breadth of the fresh produce supply chain in Washington, D.C. We are thankful for the staff and industry who have worked tirelessly together to make a difference for all of us on so many fronts. The #PowerOfFresh has momentum that we will keep building upon for the years to come.
REPRESENTING THE FULL FRESH FRUIT AND VEGETABLE SUPPLY CHAIN FOR MORE THAN 100 YEARS

INDUSTRY FACT
$57.2 billion market value share in fresh fruits & vegetables
United Fresh members have come together to accomplish great feats – much more than one company could do alone! Thousands of industry members mobilized through grassroots advocacy to ensure that our industry’s voice echoed from the White House to the Halls of Congress on a wide range of industry issues.

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<th>CONNECTING THE INDUSTRY 365 DAYS A YEAR</th>
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U.S. Sec. of Agriculture Sonny Perdue, United Fresh President & CEO Tom Stenzel, and Senior Vice President Public Policy, Robert Guenther walk the 2018 United Fresh expo floor.

Rep. David Rouzer, (R-NC) House Agriculture Committee, chats with United Fresh member, Adam Lytch during the Power of Fresh Fly-In before heading to Capitol Hill for Congressional meetings.

Mastronardi Produce Ltd.® welcomed U.S. Sec. of Agriculture, Sonny Perdue, to their 52-acre greenhouse in Coldwater, Mi. As part of his third “Back to Our Roots” RV tour, Sec. Perdue witnessed the company’s high-tech operation firsthand with a tour of their state-of-the-art greenhouse.

USDA released $171.5 million to states in Fresh Fruit and Vegetable Program (FFVP) funding for the 2018-2019 school year.

United Fresh members provide Farm Bill listening session comments throughout the country. Thank you Nelia Alamo for lending your voice!

House Specialty Crop Caucus gathers to hear Farm Bill priorities from the Specialty Crop Farm Bill Alliance.

House Agriculture Committee Chairman Mike Conaway tours California agriculture, including Grimmway’s fresh-cut carrot facility.
THE POWER OF FRESH: CONGRESSIONAL & REGULATORY LEADERSHIP

United Fresh works year-round, not only to nurture existing relationships with Members of Congress and Administration officials, but also to develop new connections across the nation’s capital. These efforts are critical to the advancement of our priority issues and allow us to be prepared to respond to emerging legislative initiatives that affect the fresh produce industry. This cycle, we saw just how critical it is to work together on issues that shape the future of our industry.

GOVERNMENT RELATIONS COUNCIL

Charged with debating, recommending, and establishing policy priorities for the full United Fresh membership, the council provides leadership and insights on many public policy issues that confront the fresh produce industry.

LEGISLATIVE WORK BY THE NUMBERS

- Congressional meetings in which our staff participated: 500
- Coalition meetings attended: 125
- Different lobbied bills: 20
- Signed coalition letters delivered to Congress: 40

2017

THE 115TH CONGRESS BEGINS...

JANUARY
Deliver welcome bags of fresh produce to all new Members of Congress and participated in Presidential Inaugural activities including the Bipartisan Inaugural Gala Celebrating American Agriculture.

FEBRUARY
The Government Relations Council joins our Board of Directors for two days of Capitol Hill meetings and hosts a reception to welcome House Agriculture Committee members.

MARCH
The Specialty Crop Farm Bill Alliance Co-Chairs, representing 120 organizations and of which United Fresh serves as secretariat, meets with House and Senate Agriculture Committee Leadership to outline Farm Bill priorities.

APRIL
United Fresh member Maureen Torrey of Torrey Farms of Elba, NY, joins President Trump and U.S. Sec. of Agriculture Sonny Perdue at the White House for a roundtable discussion on policy priorities for rural America and the agriculture industry.

MAY
United Fresh sends a letter to USDA asking that Food Insecurity and Nutrition Incentive (FINI) program be limited to produce only and targeted to more retailers, where 80% of SNAP benefits are spent.

JUNE
USDA distributes $174.5 million to states in Fresh Fruit and Vegetable Program (FFVP) funding for the 2017-2018 school year.
1. THE NEW NAFTA
President Trump announced a new trade agreement - the United States Mexico Canada Agreement, to revise and replace the existing NAFTA agreement, which will modernize the trading relationship between the three countries and ensure access to markets vital to the produce industry.

2. CHILDREN CONTINUE TO ENJOY FRESH PRODUCE DAILY
After fighting appropriations riders for years, and more recently threats from the Administration, to remove the half cup fruit and vegetable requirements for school meals, the final USDA rule adjusting standards released in December 2018 maintained the strong standards for produce.

3. KITCHEN EQUIPMENT GRANTS MINIMUM LOWERED BASED ON SCHOOL NEEDS
For the first time, schools can now apply for grants as low as $1,000 to get the equipment they need the most to serve fresh fruits and vegetables. At the urging of United Fresh and its partners, Congress has provided hundreds of millions of dollars in funding for grants to purchase equipment, but a quirky regulatory policy required the grants to be at least $5,000, despite many schools needing less expensive equipment, like salad bars and industrial slicers.

4. COMBATING TAX INCREASES FOR BUSINESSES AT THE BORDER
During consideration of the tax reform bill that was signed into law in December 2017, Congress had debated a border adjustment tax that would tax imports and subsidize exports, sending a ripple effect that would have negatively impacted produce marketers. Thanks to the leadership of United Fresh and others in agriculture, this proposal was ultimately rejected from being included in the 2017 final tax reform legislation.

5. TRANSPORTATION REGULATORY CHANGES - DELAYING MANDATES FOR OUR TRUCKERS
Since the mandate of usage of electronic logging devices (ELDs) went into effect, the Department of Labor has issued two separate 90-day waivers for agriculture commodities, delaying the ELD mandate. We continue to push legislation that would enforce relief for transporters that provide exemptions for produce shipments.

6. USDA FRUIT AND VEGETABLE ADVISORY COMMITTEE BACK IN BUSINESS
After its absence for more than three years, the Fruit and Vegetable Industry Advisory Committee was reinstated by USDA in October 2018. Several of our members were appointed to the committee, which serves to provide recommendations directly to the USDA Secretary of Agriculture on issues affecting the industry.

7. INCREASING GROWERS’ OPTIONS FOR WATER TESTING
FDA’s final Produce Safety Rule only provided growers with one impractical method for water testing. After substantial discussion with United Fresh and allied stakeholders, FDA published multiple alternative options that would satisfy the regulatory requirement for water testing.

Industry Fact
7,600 schools serving fresh produce to 4 million low-income kids with the Fresh Fruit & Vegetable Program
Ensuring the economic health of the fresh produce industry is a top priority. Regulatory decisions can put undue restrictions and burdens on our businesses or create an environment of opportunity to grow. We advocated for a regulatory environment that stimulates growth and opportunity for the produce industry while avoiding unnecessary or counterproductive measures.

**FOOD SAFETY & TECHNOLOGY COUNCIL**

Focuses on all aspects of food safety, technology and security/defense through the total supply chain, working to bring the safest, highest-quality produce most efficiently to end consumers.

**INDUSTRY FACT**

98% of U.S. fruit & vegetable growers are family farms

**REGULATORY WORK BY THE NUMBERS**

- Food safety trainings held: 25
- Submitted comments on food safety regulations: 11
- Participated in Food Safety coalition meetings: 16
- Engages with FDA regularly during quarterly meetings: ∞

**FOOD SAFETY MODERNIZATION ACT – WHERE IS THE INDUSTRY?**

FSMA is the most sweeping reform of our food safety laws in more than 70 years. Today, seven final FSMA rules are in varying stages of implementation and the fresh produce industry continues to move forward with education, training and compliance to the various regulations to which they are subject. The produce industry is most affected by:

- The Produce Safety Rule
- The Preventative Controls for Human Food Rule
- The Foreign Supplier Verification Programs Rule
- The Sanitary Transportation Rule

### 2018

**JANUARY**

Industry leaders send a letter to Federal Motor Carrier Safety Administration asking to extend the comment period regarding the exception for the Hours of Service Rules for agriculture commodities. The Administration agrees to extend.

**FEBRUARY**

Our members join Agriculture Research Caucus Co-Chairs Rep. Rodney Davis (R-IL) and Rep. Jimmy Panetta (D-CA) for a townhall listening session in Salinas, CA.

**MARCH**

$30 million in federal grants is distributed to schools to purchase kitchen equipment to provide more fresh produce to children, an amount United Fresh advocated for to Congress.

**APRIL**

United Fresh urges Congress to maintain color and subgroup requirements for produce in school meals, allowing students exposure to wide variety of fruits and vegetables.

**MAY**

After meeting with United Fresh and other interested stakeholders, the White House announces a multi-agency taskforce to reform H-2A regulations.

**JUNE**

For the first time, CDC includes prevalence of a salad bar in schools on its State Fruit and Vegetable Indicator Report, signifying a lunch room salad bar may increase the amount and variety of fruits and vegetables consumed by students.
For the first time, CDC includes prevalence of a salad bar in schools on its State Fruit and Vegetable Indicator Report, signifying a lunch room salad bar may increase the amount and variety of fruits and vegetables consumed by students.

JULY
Submit comments on the proposed rule for National Bioengineered Food Disclosure Standard, advocating for strong scientific consensus, consistency, and transparency for consumers.

AUGUST
United Fresh commends President Trump of his intent to sign a trade agreement with Mexico and Canada.

SEPTEMBER
Due to popular demand, Fresh Festival on Capitol Hill returns, providing hundreds of Members of Congress and staff with samplings of the best produce our industry has to offer.

OCTOBER
Submit comments on FDA’s proposed Nutrition Innovation Strategy, urging the agency to better regulate deceptive labeling of processed products that mislead the consumer on the inclusion of the amount of fruits and vegetables.

NOVEMBER
The mid-term elections occur, setting the stage for a new 116th Congress in January 2019. The House of Representatives will flip from a Republican to Democrat majority. The Senate remains under Republican control.

DECEMBER
The Government Relations Council unites in DC for a Produce Immigration Forum to discuss priorities in the 116th Congress. In addition, the Specialty Crop Farm Bill alliance and United Fresh continue to urge Congress to pass a Farm Bill before the 115th Congress ends. Both the House and the Senate pass the Farm Bill and send it to the President’s desk for his signature.
THE POWER OF FRESH: WASHINGTON CONFERENCE & MARCH ON CAPITOL HILL

BEING UNITED MAKES ALL THE DIFFERENCE

Every September, the Washington Conference provides leaders in the fresh produce industry the opportunity to deliver powerful messages to help shape decisions made in Washington that directly impact their businesses. Attendees engage in strategic, face-to-face dialogue with key members of Congress, their staff and top regulatory officials.

BY THE NUMBERS

736 Industry members attended
117 First-time attendees
290 Meetings with elected officials on the Capitol Hill
42+ Speakers, ranging from elected officials to industry experts, ranging from elected officials to industry and content experts
23 Hours of education

Co-Chairs of the Agriculture Research Caucus Rep. Rodney Davis (R-IL) and Rep. Jimmy Panetta (D-CA) provide their take on the broad business of the House and how their bipartisan approach maximizes benefits for agriculture research, innovation, and mechanization efforts.

The largest grassroots effort of the fresh produce industry, the Washington Conference March on Capitol Hill.

Have you ever seen the impact of sharing the fresh bounty of our industry with Members of Congress and Congressional staff? These Congressional staffers are geared up to check out Fresh Festival on Capitol Hill.

The freshest reception of the year on Capitol Hill features fresh produce sampling by more than 20 member organizations as we bring the Power of Fresh to our VIP customers in the nation’s capital.
INDUSTRY FACTS

9.8 million acres of fresh fruits & vegetables

230,755 farms dedicated to fresh produce
100% OF UNITED FRESHPAC…

FUNDS SUPPORT FEDERAL CANDIDATES WHO SUPPORT THE FRESH FRUIT AND VEGETABLE INDUSTRY ON ISSUES IMPORTANT TO UNITED FRESH MEMBERS. THE UNITED FRESH POLITICAL ACTION COMMITTEE (PAC) IS AN OPPORTUNITY FOR THE PRODUCE INDUSTRY TO HELP ELECT AND RE-ELECT PRO-PRODUCE CANDIDATES. IT IS VITAL THAT THE PRODUCE INDUSTRY PARTICIPATES IN GROWING A SUCCESSFUL PAC TO GIVE OUR INDUSTRY A VOICE AND ACTIVELY WORK TO ADVANCE THE PRODUCE INDUSTRY’S INTEREST.

ELECTING TOMORROW’S LEADERS TODAY!

POLITICAL PARTY

CHAMBER

34% SENATE

66% HOUSE

57%

43%

Rep. Marcia Fudge (D-OH) with John Hollay, Senior Director, Public Policy, United Fresh Produce Association.

United Fresh members Raina Nelson and Nelia Alamo, Renaissance Food Group, and Lori Taylor, The Produce Moms, attend a meet and greet with former White House Press Sec., Sean Spicer.

United Fresh staff Angela Tiwari, Director, Grassroots Political Action, and Mollie Van Lieu, Senior Director, Nutrition with Rep. Jim Costa (D-CA).
With relationship building playing a critical role in the #PowerOfFresh voice, United Fresh also maintains a strong presence in key coalitions, partnerships and on multiple social media platforms.

UNITED FRESH COMMUNITIES

United Fresh Member Communities receive regular updates on topics that interest them. The Public Policy Community shares information, provides insight and commentary and develops a strong network of members who are interested in congressional action and federal government activities. The Food Safety Community keeps members up to date on food safety issues affecting the produce industry. Updates include information regarding FSMA, new resources available, and other food safety related information.

3,000 PUBLIC POLICY COMMUNITY MEMBERS  4,100 FOOD SAFETY COMMUNITY MEMBERS

COALITION AND WORKING GROUPS LIST

- Agribusiness Sector PACPals
- Alliance for Food & Farming
- Alliance for Listeriosis Prevention
- Agriculture Transportation Coalition
- Association of Food & Drug Professionals (AFDO)
- Bipartisan Policy Center
- Center for Produce Safety
- Coalition for Accurate Product Labels
- Dispute Resolution Corporation
- Essential Worker Immigration Coalition
- Food Safety Preventative Controls Alliance (FSPCA)
- Food & Agriculture Sector Coordinating Council
- Food & Beverage Issues Alliance
- FSPCA Model Plans Working Group
- Fruit and Vegetable Dispute Resolution Corporation
- Healthy Soil Working Group
- Hygienic Design Forward
- ImmigrationWorks USA
- Institute of Food Technologies
- Institute for Food Safety Health (IFSH)
- International Food Protection Training Institute (IFPTI)
- International Association for Food Protection
- Leafy Greens Task Force
- Local Food Safety Collaborative Project
- Partnership for Food Safety Education
- Market Access Program Coalition
- Minor Crop Farm Alliance
- National Alliance for Nutrition & Activity
- National Council of Agricultural Employers
- Partnership for a New American Economy
- Produce Industry Coalition
- Produce International Partnership
- National Advisory committee on Microbiological Criteria for Foods
- National Association of State Departments of Agriculture
- Produce GAPs Harmonization Initiative
- Rebuilding Rural
- Specialty Crop Farm Bill Alliance
- UC Davis Advanced Produce Safety Workshop
- United States Chamber of Commerce
- USDA Fruit and Vegetable Industry Advisory Committee
- Voices for Healthy Kids Nutrition Coalition
- Whole Genome Sequencing Alliance

United Fresh staff Robert Guenther, Senior Vice President Public Policy and John Hollay, Senior Director, Public Policy, go live from the Senate Agriculture Committee to discuss the Congressional agenda for the remaining quarter.

Nutrition is front and center as we go live from DC Bilingual Public Charter School to talk nutrition policy next to one of the more than 5,300 Salad Bars we have donated across the country.
WHAT’S NEXT IN 2019

In our annual Government Relations Priorities Survey for 2019 more than 500 of our members ranked priorities and offered their insights on what United Fresh’s government relations team should lead on in 2019. Here are some of their responses:

98% of our members rated government relations as critical to their membership value at United Fresh.

Top priorities our members ranked for United Fresh to focus on:
1. Workforce Immigration
2. Enhancing Food Safety Policy
3. Developing and implementing Farm Bill policy that supports the fresh produce industry
4. Growing fresh produce demand and consumption

Top programs and initiatives that are most important to our members’ businesses:

- **WORKFORCE IMMIGRATION**: Ensuring access to a legal workforce that meets the needs of the fresh produce industry
- **FOOD SAFETY**: Seek legislative solutions to improve outbreak investigations
- **NUTRITION**: Maintain “half plate fruits and vegetables” in Dietary Guidelines for Americans
- **FARM BILL**: Enhance research funding through Specialty Crop Research Initiative
- **TRANSPORTATION/INFRASTRUCTURE**: Hours of Service and Roads and Bridges

90% of our members said trade between the U.S., Canada and Mexico is critical to their businesses.
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UPCOMING EVENTS

Government Relations Council Winter Meeting
February 5-7, 2019 | Washington, DC

United Fresh Congressional Reception
February 6, 2019 | Washington, DC

United Fresh Convention and Expo 2019
June 10-12, 2019 | Chicago, IL

United Fresh Washington Conference
September 16-18, 2019 | Washington, D.C.

The fresh produce industry thrives on vital connections. From family businesses to global corporations, United Fresh brings together members across every segment of the supply chain to build relationships that are as solid with a handshake as with a contract. We empower industry leaders to join forces 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 success for our members and grow produce consumption.