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## **United Fresh to Offer School Foodservice Membership Category**

*Membership Will Provide School Foodservice Leaders with Full Access to United Fresh Programs and Resources*

WASHINGTON, D.C. (January 7, 2019) – United Fresh Produce Association has created a new membership category for K-12 school foodservice buyers.

“Schools are legitimate volume foodservice buyers that collectively serve fresh produce to 30 million children who participate in the National School Lunch Program each day,” said Andrew Marshall, Director of Foodservice & Foundation Partnerships, United Fresh Produce Association. “They are often the ‘largest restaurant in town,’ and through breakfast, lunch, and other child nutrition programs, school foodservice plays an important role in introducing fresh produce to children starting from an early age.”

As a United Fresh member, School Foodservice Directors and their staff will receive a wide range of member benefits, including resources to help them source, serve and promote fresh fruits and vegetables in schools, as well as provide opportunities to collaborate with produce industry partners.

“We are excited to have K-12 school foodservice administrators become more involved with United Fresh,” said Miriam Wolk, Vice President of Member Services, United Fresh Produce Association. “Offering industry resources on food safety, procurement, foodservice trends and other topics has proven of great value to the school foodservice community. We’re glad we can expand on that value and offer even more ways to connect with produce industry leaders through this new membership category.”

United Fresh membership is available to School Districts/School Foodservice Authorities at the rate of \$250 annually. School foodservice directors can designate additional child nutrition staff to access United Fresh resources through their membership.

To support this inaugural membership category, the United Fresh Start Foundation has established a scholarship fund to provide support for school districts in need. School districts interested in applying for a membership scholarship should contact Andrew Marshall, Director of Foodservice & Foundation Partnerships, United Fresh Produce Association 202-303-3407 or [amarshall@unitedfresh.org](mailto:amarshall@unitedfresh.org).

The application for school foodservice membership is available at [www.unitedfresh.org](http://www.unitedfresh.org).

For questions about school foodservice membership, contact Andrew Marshall at 202-303-3407 or [amarshall@unitedfresh.org](mailto:amarshall@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.,

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](http://www.unitedfresh.org) or call 202-303-3400.