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United Fresh Promotes Mary Coppola to Vice President, Marketing & Communications

WASHINGTON, D.C. (February 4, 2019) – The United Fresh Produce Association has promoted Mary Coppola to Vice President, Marketing & Communications. Coppola joined the association in the fall of 2014, spearheading the organization’s marketing and communications efforts.

“When Mary joined our team, we asked her to take on two major tasks,” said United Fresh President & CEO Tom Stenzel. “First, she focused on growing the association’s marketing and communications capacity to deliver targeted messaging to our members and broader fresh produce industry.

“Equally important, Mary also took on the role of staff liaison to the association’s Produce Marketing & Merchandising Council, a group of 45 leading marketing professionals from our member companies. Working with these volunteer leaders, Mary has helped create a strong professional community of produce marketers that is helping our industry bring great new products to consumers around the world,” he said.

The Produce Marketing & Merchandising Council is known for organizing and hosting **BrandStorm™**, the industry’s premiere interactive learning and professional development event for produce marketers. Now in its 4th year, BrandStorm will take place in San Francisco February 20-22.

“Congratulations to Mary on this great and well-earned career step,” said Mark Munger, Vice President, Sales & Marketing, 4Earth Farms and Chairman of United Fresh’s Produce Marketing & Merchandising Council. “We invite marketers from across our produce supply chain to join our Council members, Mary and the United Fresh marketing team at this year’s BrandStorm conference for an amazing experience.”

To learn more about [BrandStorm](#) and the Produce Marketing & Merchandising Council, contact Mary Coppola, Vice President of Marketing & Communications at mcoppola@unitedfresh.org

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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. For more information, visit www.unitedfresh.org.