Policy & Regulatory Industry Survey

2019 Survey Results
Survey Respondent Profile

Over 500 United Fresh members participated in the 2019 survey

Membership
- General Members: 67%
- Volunteer Leaders: 33%

Broad Mix of Industry Responses
- Grower/Shipper/Packer: 46%
- Wholesaler/Distributor: 14%
- Fresh-Cut/Value-Added: 10%
- Retail/Foodservice: 9%

Attended Washington Conference in the Last Three Years
- Yes: 50.1%
- No: 49.9%
• 98% of our members rated government relations as critical to their membership value at United Fresh.
• 84% of our members believe hosting a facility/farm tour is an effective outreach tool.
• 83% of our members believe that meeting with a Member of Congress in their district is an effective grassroots tool.
• 72% of our members believe that industry trade associations provide the most credible information on policy and regulatory issues.
Members Top Policy & Regulatory Priorities for 2019

- Workforce Reform
- Food Safety
- Nutrition
- Farm Bill
- International Trade
- Infrastructure/Transportation

Critical | Important | Somewhat Important

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
How Does the Produce Industry View Immigration Reform?

What Food Safety Improvements are Most Important to the Fresh Produce Industry?

- 70% said reforming the current H2A/H2B to also incorporate current workers
- 71% oppose a utilization cap on a new guest-worker program
- 57% oppose a requirement for falsely documented workers to be required to return to their country of origin
- 40% said that H2A should continue within a new guest-worker program indefinitely

Over 91% of the respondents said that seeking a legislative solution to outbreak investigations along with additional federal funding for food safety research are the most important priorities for 2019.
Top Five Priorities for Farm Bill Implementation

What is the Industry’s Focus on Nutrition programs?

1. Enhancing Specialty Crop Research Funding
2. Boost Plant Pest and Disease Programs
3. Support New Market Access
4. Develop Strong Specialty Crop Block Grant Program
5. Maintain Fresh Fruit and Vegetable Program

1. Maintaining "half plate fruits and vegetables" in Dietary Guidelines for Americans / MyPlate
2. Protecting fruit and vegetable requirement in school meals
3. Maintaining “fresh only” in the Fresh Fruit and Vegetable Program
For the produce industry, transportation issues continue to be a critical policy and regulatory focus.

For infrastructure investment, points of entry into the United States, roads and bridges, along with research investment rise to the top.

On the regulatory front, Hours of Service, Electronic Logging Devices, and 150 mile radius restrictions are important.

How does the produce industry view international trade?

90% of the respondents indicated that trade between United States, Canada, and Mexico is critical to their businesses.

61% of member respondents agreed that the new USMCA will benefit their businesses.

Outside North America, Japan, Europe, and China are the most important opportunities for exports.

Additional Industry Priorities

Crop Protection Tools: ensure that specialty crops are a priority in research and development

Waters of The United States (WOTUS): work with state/local officials as well as industry leaders to define WOTUS

GMO/Gene-Editing: support science-based regulations

Organic Production: engage deeply in current and ongoing organic regulatory and policy decisions
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Government Relations Council Winter Meeting  
February 5-7, 2019 | Washington, DC

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

United Fresh Washington Conference  
September 16-18, 2019  
Washington, DC