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United Fresh 2019 Media Panel to Host National Food Dialogue

Chef Carla Hall Will Join Food & Wine Magazine, NPR's The Salt and Food Network On Industry Panel

WASHINGTON, D.C. (May 13, 2019) – United Fresh will once again host a food media dialogue, moderated by Chadwick Boyd, Food & Lifestyle Expert, TV Host & Brand Consultant, L&D Enterprises, Inc., on Tuesday, June 11 during the annual United Fresh Convention & Expo in Chicago.

In today's oversaturated media environment where consumers have an endless array of recipes, food shows and social media channels sharing what to eat, this year's panel will address how produce brands can capture the attention of key media influencers to participate in the media environment. Leading food media outlets will debate what's truly driving food influence in today's culture.

Food Media Panelists Include:

- **Carla Hall**, American Chef and TV Personality, notably a Top Chef competitor, and co-host on ABC's The Chew

Carla Hall, formerly a co-host on ABC's Emmy Award-winning popular lifestyle series "The Chew," won over audiences when she competed on Bravo's "Top Chef" and "Top Chef: All Stars" and shared her philosophy to always cook with love. Carla believes food connects us all, and strives to communicate this through her work, her cooking, and in her daily interactions. Born in Nashville, TN, Carla grew up surrounded by soul food. Her most recent best-selling cookbook, *Carla Hall's Soul Food: Everyday and Celebration*, explores her soul food roots. She is a graduate of Howard Business School, a former runway model, and a trained chef who has worked in several professional restaurant kitchens in and around Washington, D.C.

- **Melanie Hansche**, Deputy Editor, Food & Wine Magazine

Melanie is a storyteller and food nerd who once ate at all of the top five restaurants in the world in one week (for fun), stood in line for two hours for Hong Kong's best dumplings (for lunch), and judged the International Biscuit Festival in Knoxville, TN (because biscuits). She has created food and lifestyle content for over 18 years, working as a food writer, magazine and cookbook editor, restaurant critic, and radio presenter. Melanie is the deputy editor at *Food & Wine* magazine. Before joining *Food & Wine*, she was the editor-in-chief of *Organic Life* at Rodale, overseeing the company's test kitchen and acted as the food director across all Rodale brands.

- **Kristen Hartke**, Food Writer, Washington Post/NPR The Salt

Kristen is a food writer, recipe developer and food stylist based in Washington, D.C. After

working in both the front and back of the house at several central Florida restaurants, she received her BFA in photography at the Corcoran College of Art and Design with a concentration in art criticism and then brought that training back into the kitchen. Kristen has written, edited and photographed for a wide variety of outlets. She is a regular contributor to the *Washington Post* and NPR's *The Salt*. She also serves as culinary producer for chef Carla Hall.

- **Debra Puchalla**, Senior Vice President of Digital Programming and Video, Food Network, The Cooking Channel and Genius Kitchen

Debra leads programming, content creation, social media and video development across Food Network, Genius Kitchen & Cooking Channel sites and platforms. She has deep editorial and content marketing experience in the food category and has been integral to digital content creation for the brands for a decade. Highlights include Food Network's award-winning video series such as "Fix Me a Plate with Alex Guarnaschelli;" the return of "Rachael Ray's 30 Minute Meals;" and a slate of exclusive TV companion shows like "The Pre-Heat," "Star Salvation" and "Chopped After Hours." Debra also helped launch Cooking Channel and the Apple Hall of Fame Food Network In the Kitchen app's programming. Prior to Discovery, Debra spent a decade at Martha Stewart Living Omnimedia as Executive Editor of *Martha Stewart Living* and Editor-in-Chief of *Everyday Food*.

"As fresh produce continues to elevate its stature in today's food culture, it's critical that we stay engaged with those who are driving the conversation and influencing the ways in which consumers adopt and enjoy fresh produce," said Mary Coppola, United Fresh's Vice President of Marketing & Communications. "We're thrilled to once again host this panel and keep the dialogue as part of our annual conference."

Moderator, **Chadwick Boyd** is a food and lifestyle expert, television host, author and owner of consumer brand consulting firm, Lovely & Delicious Enterprises, Inc. Chadwick is the host of "Reel Food," the first food entertainment series at the movies where he is seen nationwide on 15,000 movie screens.

A true food influencer, Chadwick contributes to *Better Homes & Gardens*, *Rachael Ray Every Day* and *The Kitchn*, sharing recipes, tips, trends and more. A member of the United Fresh Produce Association, Chadwick serves on United Fresh's Produce Marketing & Merchandising Council and has been hosting the annual media panel for three consecutive years.

This year's session, *Winning in Today's Food Media*, will take place during the United Fresh 2019 Convention & Expo on Tuesday, June 11 from 2:00-2:45 pm on the Main Stage in the North Hall of McCormick Place Convention Center. The Main Stage will serve as a hub for constant engagement and entertainment throughout the expo, bringing to life the passionate people, business and energies created in the fresh produce industry for attendees to enjoy, learn and engage. To register for United Fresh 2019 Convention & Expo, visit, www.unitedfreshshow.org.

For more information about the media panel, contact Mary Coppola, Vice President, Marketing & Communications at mcoppola@unitedfresh.org or 202-303-3425.

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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.