Produce Industry Welcomes USDA Under Secretary Ibach to Central Valley

United Fresh, California Fresh Fruit Association, & California Citrus Mutual hold industry meetings and tours

WASHINGTON, D.C. (June 6, 2019) – U.S. Department of Agriculture Under Secretary for Marketing and Regulatory Programs Greg Ibach spent the day in the Fresno area touring fresh produce operations and hearing from industry members about key challenges and opportunities that are currently present before the industry. International trade pressures, combating pest and disease issues, along with how the industry can continue to partner with USDA on a host of policy and regulatory areas were top subjects discussed during the day.

This is the Under Secretary’s second trip to the valley since being appointed to the position in October 2017. The USDA’s Marketing and Regulatory programs provides oversight over facilitating domestic and international marketing of U.S. agricultural products and ensuring the health and care of animals and plants. Departments included under this part of USDA include the Agricultural Marketing Service Agency and the Animal and Plant Health Inspection Service Agency.

As part of today’s tour, leaders from United Fresh Produce Association, California Fresh Fruit Association, and California Citrus Mutual hosted Under Secretary Ibach for a number of visits including fresh produce companies Wonderful Citrus, HMC Farms and Family Tree Farms. The day was concluded with a reception and discussion with Under Secretary Ibach and leaders from the fresh produce industry.

“Having key administration leaders such as Under Secretary Ibach visit with our industry and hear first-hand from our members is always an important opportunity for the fresh produce industry. We also appreciate having industry partners such as California Fresh Fruit Association and California Citrus Mutual join us and coordinate these events and thank them for their leadership in hosting the Under Secretary in the Central Valley,” said Robert Guenther, Senior Vice President of Public Policy at United Fresh.

“Under Secretary Ibach serves in a critical role at USDA for the fresh produce industry covering a wide range of policy and regulatory priorities for United Fresh and the industry. We thank him for rolling up his sleeves and hearing first-hand today from our industry about the key challenges and opportunities before us on a daily basis” he said.
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.