NEWS RELEASE For Immediate Release, July 9, 2019

Contact: Mary Coppola  
m coppola@unitedfresh.org  
202-303-3425

New Produce Advocacy Bootcamp Prepares United Fresh Washington Conference Attendees

March on Capitol Hill with Confidence

WASHINGTON, D.C. (July 9, 2019) – United Fresh will host the new Produce Advocacy Bootcamp during the annual United Fresh Washington Conference on Monday, September 16 at the Grand Hyatt Washington, in Washington, D.C. The annual event gathers the fresh produce industry to address our most pressing public policy matters with a united voice over two days on Capitol Hill, setting the stage for policy and advocacy efforts throughout the year.

As part of the event, the Produce Advocacy Bootcamp will offer simple and effective strategies that industry professionals can adopt during their meetings with their elected officials in the U.S. Senate and U.S. House of Representative’s offices, September 17 and 18.

“Visiting elected officials on Capitol Hill can be exciting and intimidating,” said Tom Stenzel, President & CEO, United Fresh. “This year’s interactive Produce Advocacy Bootcamp will prepare new attendees with insights into what to expect and techniques for effectively communicating our industry’s needs with members of Congress.”

Attendees will participate in the March on Capitol Hill prepared with insider knowledge of what a day in the life looks like for a member of Congress, how meeting with staffers can be just as impactful as meeting with members, how to react to feedback and respond to policy questions during meetings, and more!

Admission to the Produce Advocacy Bootcamp is included in a United Fresh Washington Conference registration. For more information and to register, visit www.unitedfresh.org. For questions, contact Angela Tiwari, Director of Grassroots & Political Action, at 202-303-3416.

###

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.