



UNITED FRESH START FOUNDATION

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United Fresh Start Foundation Hosts 2020 FreshStart Conference

Washington, D.C. (August 23, 2019) — *The FreshStart Conference*, the United Fresh Start Foundation's annual conference, golf tournament and gala dinner bringing the industry together to increase fresh produce access for kids and families, will once again feature a silent and live auction benefitting the foundation, as well as a General Session and Workshops focused on how the fresh produce industry can increase children's access to fresh fruits and vegetables, and find new business opportunities to serve kids and families.

The conference also will include United Fresh's traditional volunteer leader meetings, and the annual Gala Dinner will recognize the recipient of United Fresh's 2020 Lifetime Achievement Award. The *FreshStart Conference* will take place January 14-16, 2020, at the Loews Ventana Canyon Resort in Tucson, AZ.

"The *FreshStart Conference* is an opportunity to empower our industry, and focus attention on new and creative ways of cultivating the next generation of produce consumers," said Phil Muir, President & CEO, Muir Copper Canyon Farms, and Chairman of the United Fresh Start Foundation Board of Trustees. "This year, I'm excited for attendees to experience a packed lineup of engaging events, networking with colleagues, and the opportunity to come together for a worthwhile cause."

In past years, the auction and golf tournament have raised over \$100,000 each year to support the United Fresh Start Foundation's mission of increasing children's access to fresh fruits and vegetables. The foundation continues to lead a national movement that's providing salad bars to schools, supporting school nutrition leaders as they provide a variety of fruit and vegetable choices for students, and partnering with like-minded stakeholders to provide children with fresh produce after school, on weekends and during the summertime.

"I'm looking forward to this year's FreshStart Conference as a way to get the industry thinking about what we can all do, both personally and professionally, to grow opportunities for kids to enjoy the healthiest foods on the planet, fresh fruits and vegetables," said Greg Corrigan, CEO, United Vegetable Growers Cooperative, and United Fresh Chairman of the Board. "This year's event will be at a beautiful, sunny location, and we invite the industry and our volunteer leaders to join us in supporting a great cause while we kick off the new year together!"

To register for the *FreshStart Conference*, visit www.unitedfresh.org. The event is open to all United Fresh members for \$295, with a non-member rate of \$495. Participation in the Growing Up Fresh Golf Tournament is additional. For more details, visit www.unitedfresh.org or contact Amanda Griffin, Vice President, Education & Programs Management at agriffin@unitedfresh.org or 202-303-3412.

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About United Fresh Start Foundation

The United Fresh Start Foundation is a 501 (c)(3) not-for-profit organization focused exclusively on increasing children's access to fresh fruits and vegetables. Affiliated with the United Fresh Produce Association, the Foundation is committed to helping today's kids achieve the public health goal to make half their plate fruits and vegetables to live longer, healthier lives. The Foundation works to create an environment in which kids have easy access to high-quality, great-tasting and affordable fresh fruits and vegetables, whenever and wherever they are choosing snacks or a meal. More information at: www.unitedfreshstart.org.