Former U.S. Deputy Secretary of Agriculture Krysta Harden to Kick Off Venture Beyond the Produce Aisle Session

WASHINGTON, D.C. (August 19, 2019) – Krysta Harden, Executive VP Global Environmental Strategy for Dairy Management Inc. and former U.S. Deputy Secretary of Agriculture, will kick off United Fresh’s Venture Beyond the Produce Aisle Monday afternoon session during this year’s annual United Fresh Washington Conference.

Venture Beyond the Produce Aisle is designed to bring food industry leaders from allied industries to share their experiences in dealing with challenging legislative and regulatory issues. Harden also brings a unique perspective having transitioned from the “inside” at USDA to the private sector.

Following Harden’s luncheon presentation, attendees will hear from food association CEOs, government affairs specialists, and leaders of the recent food and agricultural lobbying coalition that successfully passed GMO labeling legislation in 2017. A panel of produce industry leaders will then share their perspectives on lessons learned from “beyond the produce aisle.”

“We’re honored to have Krysta join us as she sets the stage for this innovative afternoon,” said United Fresh’s President & CEO Tom Stenzel. “I’m really looking forward to talking with all of these allied food industry leaders, and I’m confident our members will gain new insights from exploring how other foods sectors are tackling challenges in their business.”

Hundreds of fresh produce industry leaders will converge for the United Fresh Washington Conference, September 16-18, to engage in strategic, face-to-face dialogue with key members of Congress, their staff and top regulatory officials. For more information and to register, visit www.unitedfresh.org. For questions, contact Angela Tiwari, United Fresh’s Director of Grassroots & Political Action, at 202-303-3416.

Media are invited to attend but must pre-register by contacting Mary Coppola, United Fresh’s Vice President, Marketing & Communications at mcoppola@unitedfresh.org.

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About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association serves companies at the forefront of the global fresh and fresh-cut produce industry, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. From its headquarters in Washington, D.C. and Western Regional office in Salinas, Calif., United Fresh and its
members work year-round to make a difference for the produce industry by driving policies that increase consumption of fresh produce, shaping critical legislative and regulatory action, providing scientific and technical leadership in food safety, quality assurance, nutrition and health, and developing educational programs and business opportunities to assist member companies in growing successful businesses. For more information, visit www.unitedfresh.org or call 202-303-3400.