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

United Fresh Announces Smart Pass Education Package for 2020

2020 education package delivers value by saving members time and money!

WASHINGTON, D.C. (September 16, 2019) – United Fresh Produce Association has announced the member exclusive Smart Pass Education Package for 2020. The package offers members access to three core annual events with the convenience of a single registration.

“The Smart Pass allows members to strategically plan their company’s engagement with association education and networking activities for 2020,” said United Fresh’s Vice President of Education & Program Management, Amanda Griffin. “In addition, members will save valuable time by not having to register individually for each event.”

Individuals can purchase the package for their own registrations for the three core events. Rather than having to remember to register each time, United Fresh will take care of pre-registering individuals for each event automatically, saving them both time and effort.

Alternatively, a member company may purchase one or more packages, dividing the registrations as needed across multiple people and programs. This allows companies to provide professional development opportunities to multiple employees throughout the year or, to share these registrations with their customers or industry partners.

The 2020 Smart Pass Education Package includes:

1. **FreshStart Conference** (January 14-16, Tucson, AZ)
The 2020 FreshStart Conference is the United Fresh Start Foundation’s annual event bringing together attendees from across the industry to work together to increase access to fresh produce for kids and their families. The event features the Foundation’s annual Gala Dinner and presentation of the United Fresh Lifetime Achievement award; the annual Bids for Kids silent and live auction; the Growing Up Fresh golf tournament, and meetings of all United Fresh volunteer leadership boards, councils and committees.

2. **United Fresh 2020 Convention & Expo** (June 16-19, San Diego, CA)
This June, the United Fresh Convention & Expo will take place in San Diego where we’ll gather the total supply chain from grower to retail, exploring the newest fresh produce products and the tech innovations that support growth, development, promotion, transportation, and expansion across the supply chain.

3. **United Fresh Washington Conference** (September 21-23, Washington, DC)
The United Fresh Washington Conference is the fresh produce industry’s annual gathering of leaders to converge on Capitol Hill for critical education and discussion to address the industry’s most pressing public policy matters. Attendees will engage in strategic, face-to-face dialogue with key members of Congress, their staff and top regulatory officials.
New this year, the package also includes a $300 credit to be used towards additional event registrations and publications. Eligible programs include: BrandStorm™; Foreign Supplier Verification Programs (FSVP) Training Course; Listeria Workshops; Produce Executive Development Program; Produce GAPs Harmonized Standard Auditor Training; Produce Sales Training; Recall Ready Program and USDA Produce Inspection Training.

United Fresh members can register for the 2020 Smart Pass Education Package for $2,400 by visiting www.unitedfresh.org. For questions, contact Amanda Griffin, United Fresh’s Vice President of Education & Member Programs at agriffin@unitedfresh.org or 202-303-3412.

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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.