Statement by United Fresh President & CEO Tom Stenzel
Regarding United Fresh Convention & Expo June 16-19, 2020

As of March 13, 2020

United Fresh is in close contact with national, state and local public health officials to continue dialogue about the potential impact of the coronavirus/COVID-19 on the health and safety of our members and attendees at association events. We will continue to monitor the situation closely to always put our constituents’ safety first.

At present, there are no indications from government officials nor the San Diego Convention Center that we will need to change plans for our annual Convention & Expo to be held June 16-19 in San Diego. No conventions at the SDCC scheduled in this timeframe have been cancelled. We are working closely with San Diego officials to ensure that our meeting will be in compliance with all government health advice and that the highest level of sanitation and appropriate precautions are taken at the convention center and throughout properties where our attendees will gather.

The United Fresh Board of Directors is continuing to review all developments. Should the situation change with regard to public health and recommendations for large events in San Diego, we are prepared to make swift decisions if needed. Until that time, we look forward to hosting an outstanding event in June.

Face-to-face meetings are a cornerstone of our success in the fresh produce industry, bringing together customers, suppliers and colleagues from across the industry. Together, we learn, we explore new technologies, and we forge business partnerships to better serve our consumers around the world. Our mutual effort to deliver the highest quality, healthiest, safest and best-tasting fresh fruits and vegetables to consumers is our high honor. We will continue to work together to achieve these goals, in accordance with government public health advice and expertise.

Additional information from government health authorities is available on our website:

https://www.unitedfresh.org/coronavirus-fresh-produce-industry-resources/