Statement by United Fresh President & CEO Tom Stenzel
March 9, 2020

United Fresh is in close contact with national, state and local public health officials to understand 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, all United Fresh meetings and events will continue to be held as scheduled. That includes our Produce Executive Development Program at Cornell University March 22-27 and our annual Convention & Expo to be held June 16-19 in San Diego. We are working closely with Cornell University, as well as local San Diego officials to ensure the highest level of sanitation and appropriate precautions in public spaces at the convention center and throughout properties where our attendees will gather.

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/