

# DID YOU KNOW?

FRESH PRODUCE IS A  
**42.3 BILLION  
DOLLAR  
INDUSTRY**  
IN THE UNITED STATES.



FRUITS & VEGETABLES  
ARE GROWN ON NEARLY  
**10 MILLION**  
**ACRES OF FARM LAND**  
ACROSS OVER 200,000 FARMS.

WE EXPORT MORE THAN  
**7 BILLION DOLLARS**  
**IN FRUITS &  
VEGETABLES**  
THROUGHOUT THE WORLD.  
AND THESE NUMBERS ARE GROWING...



UNITED  FRESH  
PRODUCE ASSOCIATION

[www.unitedfresh.org](http://www.unitedfresh.org)

# FOR OVER A CENTURY, THE UNITED FRESH PRODUCE ASSOCIATION

has brought together companies from across every segment of the fresh produce supply chain. We deliver the resources and expertise companies need to be successful in this industry. Through membership, fresh produce companies are able to get visibility for their products and brands and gain access to consumer and commodity trends research, expert consultation, business strategies and much more.

## THE UNITED FRESH COMMUNITY

United Fresh members represent the entire produce supply chain through four unique market segments:



In addition, the United Fresh membership also includes Industry Service Providers, Allied Associations and Commodity Boards. These companies and organizations work hand in hand to offer a variety of business support to the industry.

## MARKETING NEEDS

With a diverse consumer market with high demands and a revolution in branding and outreach in the fresh foods space, our members are seeking marketing support now more than ever before. As an association, we pride ourselves on bringing businesses together to work towards the shared industry goal of increasing consumption of fresh fruits and vegetables. Sounds simple? By engaging with produce leaders like our members, you'll not only grow your own business, but also you'll help advance our industry mission of providing more consumers healthy and delicious fresh fruit and vegetable options.

# THE UNITED FRESH ANNUAL CONVENTION & EXPO

June 20-22 in Chicago

The United Fresh 2016 convention & expo brings together the entire fresh produce supply chain from grower to retailer in a business-friendly environment, offering strategic insights, market solutions and new partnerships to take sales and profitability to the next level. United Fresh IS produce innovation.

Each year nearly 14,000 professionals convene in Chicago for the United Fresh convention & expo, co-located with FMI Connect, the International Floriculture Expo and the Global Cold Chain Expo. You'll want to take advantage of this event, ripe with opportunities to engage new clients and explore business innovations that will propel the industry forward.

## OPPORTUNITIES INCLUDE:

- **TALK THE TALK** – Build awareness of your services right on the trade show floor! The Expert Consultation Center includes a private meeting space to entertain clients and host relationship building or exploratory meetings with prospective clients as well as public space to host a 20-minute Expert Education Session right on the trade show floor. Share your knowledge and services all from this branded space.
- **WALK THE WALK** – What better way to target prospective business opportunities than to walk the floor and see what companies doing. Exhibitors at United Fresh 2016 will be launching new products, showcasing new packaging solutions and looking for business opportunities at every turn. Walk the floor and find your next big client!
- **ATTEND THE EVENTS** – There's no better way to meet produce industry professionals than at our networking events. Attend the Opening Party at the Museum of Contemporary Art where we will kick off the convention in style; join the industry in celebrating this year's honoree at the Women in Produce Reception; and support the work of produce managers and chefs at the Retail-Foodservice Celebration Dinner.

For details on these opportunities and more, visit [www.unitedfreshshow.org](http://www.unitedfreshshow.org).

# OPPORTUNITIES TO ENGAGE

## BRANDSTORM™

November 14-16 in San Francisco

The produce industry is seeing monumental changes in retail formats and consumer purchasing behaviors. Produce marketing professionals are responding with electrified brand strategies. Be part of the solution by joining United Fresh at this second annual marketing education event.

Build brand awareness and position yourself as a leader in food marketing strategies by engaging in one of the following opportunities:

- **ATTEND THE EVENT** – Are you curious about produce marketing yourself? Thinking about exploring food marketing customers outside of the center store? Rub elbows with some of the most innovative produce brand professionals and learn what really makes them tick.
- **START A CONVERSATION** – The BrandStorm audience comes together to share ideas and learn from one another. Start a conversation by engaging on social media using the hashtag #BrandStorm2016
- **SPONSOR A SESSION** – There are a variety of marketing topics covered on the 2016 BrandStorm agenda. Choose the session that best represents your marketing services and become the exclusive sponsor, positioning yourself as the go-to solutions partner for that content.

For details on these opportunities and more, visit [www.unitedfresh.org/brandstorm](http://www.unitedfresh.org/brandstorm).

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## THE PRODUCE MARKETING & MERCHANDISING COUNCIL

As a United Fresh Produce Association member, there are ample opportunities to engage with other members within your professional sphere of expertise. The Produce Marketing & Merchandising Council was created to allow produce marketers the opportunity to come together to create content and build education that will further the shared industry goal of increasing consumption of fresh fruits and vegetables.

The Council is plugged in, highly engaged and eager to continue to grow. Become a part of something big, join United Fresh and volunteer to serve on the Produce Marketing & Merchandising Council.

## JOIN OUR COMMUNITY

We believe that the United Fresh member community is one of the most welcoming, engaging and energetic groups of industry professionals you'll find in any industry across the nation. Join us as a United Fresh member company today so you can engage with our members, grow your business and help increase produce consumption.