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Administration Rolls out \$14 Billion CFAP 2.0 Program for Farmers

Expanded Eligibility for Fruit and Vegetable Producers

WASHINGTON, D.C. (September 18, 2020) – Today, USDA announced that they had approved the release of up to \$14 billion in funding to be disbursed through the Coronavirus Food Assistance Program 2.0 (CFAP 2). This follows President Trump’s announcement at a political rally last night. CFAP is a direct payment program for producers who suffered price declines due to COVID-19. Fruit and vegetable producers will be eligible for “Sales Commodities” component of this program where payments calculations will be a sales-based approach using 2019 sales data.

“We want to thank Secretary Perdue and USDA for including fruit and vegetable producers in CFAP 2.0 and making changes to the current program that will allow for a more streamlined and efficient program for our members,” said Robert Guenther, Senior Vice President of Public Policy for United Fresh. “Since the inception of the CFAP program, we have had some very candid and direct conversations with USDA on how to improve access for our members and this new program hits the mark. We will now turn our attention to education and outreach to the fresh produce industry to ensure that all eligible growers will apply.”

USDA Secretary Sonny Perdue will discuss this new program during his keynote presentation at the United Fresh Washington Conference on Tuesday, September 22 at Noon EDT. To register for the conference, visit www.unitedfresh.org.

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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.