



**NEWS RELEASE For Immediate Release, September 18, 2020**

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## **United Fresh Takes One-On-One Buyer/Vendor Sessions Virtual**

*260 speed-dating sessions to take place on United Fresh LIVE! 365 platform*

WASHINGTON, DC (September 18, 2020) – United Fresh launched the fresh produce industry’s first virtual convention and expo this June on its platform United Fresh LIVE!, attracting more than 7,500 industry professionals across the globe for more than 160,000 interactions throughout one week in June.

Once again, the Association is providing new ways to keep buyers and sellers connected through the platform, starting with the return of the United Fresh Partner X-Change program taking place September 21-23 on United Fresh LIVE! 365.

As part of next week’s Annual Washington Conference, 26 buyers and vendors will connect directly through private 15-minute matchmaking sessions.

“The inaugural Partner X-Change was very productive for us,” said Paul Kneeland, Executive Director, Fresh Operations, Gelson’s. “We had follow-up meetings with many of the vendors we met and look forward to making new relationships as a participant once again.”

“Looking at our Partner X-Change schedule, we anticipate the variety of vendor meetings will give us exposure to potential new suppliers and service provider partners and allow us to connect them with the appropriate party within our organization.” said Frank Padilla, Vice President, General Merchandise Manager Produce & Meat, Costco Wholesale

“As a first-time participant in United’s Partner X-Change program, I’m looking forward to the opportunity to make the most use of my time, and that of the vendor partners,” said Kelly Davis, Director of Produce and Floral, Allegiance Retail Services. “The 15-minute meetings will be perfect to ensure limited disruption to our already pressed day.”

The 26 participating buyers include Albertsons Companies; Allegiance Retail Services; Associated Wholesale Grocers; Big Y Foods, Inc.; Blue Apron; Brookshire Grocery Company; Chick-fil-A, Inc.; Costco Wholesale; Danaco Solutions, LLC; Diversified Restaurant Systems; FreshPoint; Gelson’s Markets; Grocery Outlet, Inc.; Harris Teeter Supermarkets; Hy-Vee, Inc.; McDonald’s Corporation; Meijer; SpartanNash; Sysco Corporation; Target Corporation; The Kroger Company; Tops Friendly Markets; US Foods; Wakefern Food Corp.; Wegmans Food Markets, Inc.; and Whole Foods Market.

While the Partner X-Change matchmaking program next week is full, you can learn more about the program and explore eligibility to participate in the future by contacting [Miriam Wolk](#), Vice President of Member Services.

To register for the United Fresh Annual Washington Conference, where you can interact with other attendees including more than 10,000 registered users, visit [www.unitedfresh.org](http://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.