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## **United Fresh 2020 Convention Committee Makes Waves in San Diego**

*Committee Celebrates Registration Opening for June 2020 Show*

SAN DIEGO, CA (November 13, 2019) – The United Fresh 2020 Convention Committee celebrated the grand opening of registration for the June 2020 show during its meeting today in San Diego, CA. The committee kicked off the open registration season for **United Fresh 2020 Convention & Expo**, June 16-19, in San Diego.

“We’re excited to announce plans for a unique business, education and networking event this year,” said Committee Co-Chair Paul Kneeland, Executive Director, Fresh Foods, Gelson’s Markets. “It’s great to be back in southern California where we’ll make waves over four days of enhanced networking, B2B partner meetings, education and a whole lot of energy packed into the San Diego’s historic Gaslamp Quarter.”

“Last year’s show in Chicago set a great platform for the future, with new events to maximize interaction beyond the show floor. The B2B Partner X-Change for retail and foodservice, Late Night Party at the House of Blues, and EATS food court on the expo floor were just a few,” said committee co-chair Abby Prior, Vice President of Marketing, BrightFarms. “We’re bringing all of those highlights back again this year!”

“That pace of innovation is continuing, with a new Partner X-Change for operations executives, a new Controlled Environment Pavilion on the show floor, and our first golf tournament at the iconic Torrey Pines Golf Course,” said committee co-chair Ben Zamore, Director of International Sales and Service, Atlas Pacific Engineering Company.

The program kicks off with a general session luncheon at noon on Tuesday, June 16. Attendees will then choose to participate in one of the Partner X-Change matchmaking sessions, educational workshops onsite, or in mobile workshops on the road to San Diego destinations. Tuesday wraps up with the official 2020 Opening Party atop the U.S. Midway, a historic and impressive venue juxtaposed against the San Diego skyline.

Wednesday and Thursday feature two full days of education and networking events, with the expo open both days. New this year, exhibitors will feature their products and services that support sustainability, convenience and organics in a Featured Product Display and a trail through the expo floor. Breakfast general sessions each day will feature United Fresh’s Women in Produce event, the Retail-Foodservice Celebration honoring retail produce managers and chefs, and graduation of Class 25 of the Produce Industry Leadership Program.

Back by popular demand, United Fresh returns to the House of Blues for a late night party Wednesday evening, with top entertainment and a few surprises expected.

The United Fresh 2020 Expo concludes with a happy hour on Thursday afternoon, but the fun continues with a 25<sup>th</sup> Anniversary Leadership Celebration cruising the San Diego Bay. Alumni from all 25 years and the companies and mentors who have supported them along their leadership journey will share stories,

reconnect and celebrate this life-changing program, supported since its inception by Corteva AgriScience.

Finally, golfers will fulfill a bucket list dream at the Torrey Pines Golf Course on Friday. United Fresh has bought out the course for this special event celebrating our return to San Diego. Golfers and sponsors will enjoy a magnificent day on the cliffs overlooking the Pacific Ocean from this stunning course, home of the 2021 U.S. Open.

For maximum value, the All Access Package provides attendees and exhibitors with the ultimate show experience. The All Access Package includes all education programs, general session meals on Tuesday, Wednesday and Thursday, the Opening Night Party, and United Fresh Late Night at the House of Blues. Friday's golf tournament requires a separate ticket, and Thursday's 25<sup>th</sup> Anniversary Leadership Cruise is by invitation only.

Early bird rates for 2020 are available through May 15. To ensure the best value, register for an All Access Package and gain unlimited exposure to United Fresh 2020! Explore these details, register for the event, and more by visiting [www.unitedfreshshow.org](http://www.unitedfreshshow.org).

For more information about exhibiting at United Fresh 2020, contact United Fresh's Vice President of Convention & Industry Collaboration John Toner, at [jtoner@unitedfresh.org](mailto:jtoner@unitedfresh.org) or 202-303-3424.

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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.