



June 15-19, 2020 | Schedule of Events  
As of 6/10/2020

## Monday, June 15

### **8:00 am – Noon (ET)**

5:00 – 9:00 am (PT)

#### **We're LIVE!**

Be sure to sign on and add your profile picture. Start exploring the world of United Fresh LIVE!

### **Noon – 1:00 pm (ET)**

9:00 – 10:00 am (PT)

#### **Grand Opening LIVE! General Session**

Join industry leaders from around the world as we “cut the ribbon” for our grand opening of a new way of doing business through our United Fresh LIVE! virtual platform. United Fresh Chairman Michael Muzyk, Baldor Specialty Foods, and President & CEO Tom Stenzel kick off our opening session. We'll then hear from keynote speaker **Katie Fitzgerald, Executive Vice President & Chief Operating Officer, Feeding America**, who will explore how food has become the great equalizer during today's pandemic and how we can continue to work hand in hand with food banks and other key partners to advance an America – and world – where no one is hungry.

### **1:00 – 3:00 pm (ET)**

10:00 am – Noon (PT)

#### **Expo Power Hours**

During our Expo Power Hours each day, exhibitors will be hosting specific content and events in their booths. While you can check out exhibits 24-7, you'll want to be online during the power hours to see what's happening live.

### **4:00 – 5:00 pm (ET)**

1:00 – 2:00 pm (PT)

#### **Workshops**

##### **- Cornell Certificate Program**

*A digital certificate series brought to you by Cornell University Executive Education. **Leading Through Crisis: The Path Forward for the Fresh Produce Industry.** A digital certificate series brought to you by Cornell University Executive Education. Attendees who participate in five sessions will receive the certificate. This program is designed for all professionals within the produce industry, there are no prerequisites.*

- **Values Driven Leadership and Critical Thinking**

- **International**

○ **Spanish Language Session: Global Focus - The Mexico Market (IN SPANISH)**

*Mexico continues to be an important trading partner for the United States, but also has a thriving internal fruit and vegetable supply chain. Hear from leaders in the Mexico produce industry discuss insights on their current market and what they predict for the future of fresh produce from Mexico.*

- **Food Safety & Regulatory**

○ **How to Turn 3<sup>rd</sup> Party Audits into More Than Just a Certificate**

*This session will summarize the history and utility of audits, current status, criticisms, and value. This workshop precedes a coffee talk session where attendees can further discuss how to gain the greatest advantage from audits.*

- **Assortment 1**

○ **Foodservice Insights from Visionary Chefs**

*The United Fresh Produce Excellence in Foodservice Awards Program recognizes chefs and foodservice operations for excellence in the use of fresh produce in the culinary arts. Hear from this year's winners who are designing menus that delight their diners with fresh fruits and vegetables while simultaneously navigating with the greatest crisis to hit the foodservice industry, and learn their latest strategies for continuing what they do best: feeding their patrons.*

- **Controlled Environment with CEA**

○ **Introducing the CEA Food Safety Coalition: Who We Are, and What We Do**

*Join some of the founding members of the CEA Food Safety Coalition and its inaugural Executive Director to learn about the Coalition, and the work we are doing on behalf of the indoor leafy greens sector.*

- **School Foodservice Forum**

○ **School Meals 101 Meets COVID-19: Opportunities for Fresh Produce in K-12 School Nutrition Programs**

*Explore the fruit and vegetable requirements of K-12 school foodservice programs and hear how one school district located in a city that is driven by the hospitality industry, has been impacted by COVID-19 and already distributed more than 1-million meals to local children while schools are closed.*

**5:00 – 6:00 pm (ET)**

2:00 – 3:00 pm (PT)

**Community Receptions**

Join friends and colleagues who share common interests in our group chats at the end of the day. Just like the in-person events, receptions will begin with a crowded room then break out into small groups for discussions and sharing. Then, we'll rearrange the groups every 15 minutes allowing you to make more connections!

- **International Reception**

*Join fellow produce leaders from around the world focused on global trade and business opportunities.*

- **Food Safety Reception**

*Join fellow food safety professionals who share mutual interests.*

**Tuesday, June 16**

**9:00 – 10:00 am (ET)**

6:00 – 7:00 am (PT)

**Get FIT! – Full Body Circuit**

This morning, get your endorphins going with a full body circuit training session with nutrition and fitness expert Kelly Jones, a board certified sports dietitian and PBH Fruit and Vegetable Ambassador in Action. This workout will include modifications for different fitness levels and requires no equipment (but you can add weights for an extra challenge).

**10:00 – 11:00 am (ET)**

7:00 – 8:00 am (PT)

**Coffee Talks**

Pick a topic and join a group discussion to start your day. Our experts will tee up an issue, ask some questions, and then the session is yours.

- **Track 1**

○ **Transportation Challenges and Opportunities**

*Informal Discussion. Prior to the pandemic, the transportation sector of our industry continuously worked through challenges. The pandemic amplified those issues and forced pendulum swings on hours of service, availability, driver shortages and more. Join industry leaders to discuss how the transportation sector continues to advance needed regulatory guidance, is driving new solutions and how the current crisis amplified and advanced the critical nature of this industry sector.*

- **Track 2**

○ **Family Business**

*Informal Discussion. The produce industry is a cornucopia of family businesses. Whether new to the family business, or a veteran in the space, join the discussion about how different companies – and generations – are planning the next era of their company's future.*

- **Track 3**

○ **Brand Purpose in Times of Crisis**

*Informal Discussion. It's been studied and documented that consumer loyalty is greater for brands that are driven by a purpose. Talk about how leaders in the fresh produce industry are growing loyalty, engagement and excitement through cause marketing and the amplification of their brand purpose. And explore how existing cause marketing initiatives found a new voice during the COVID-19 pandemic.*

- **Track 4**

○ **Work-Life Balance in the New Normal**

*Informal Discussion. Do your co-workers walk on four legs? When is the last time you had to drop off dry cleaning? Working from home, or a socially distanced office can be a blessing and a curse, so they say. Join fellow professionals to share how your company, your peers and you have made the adjustment to your pandemic work environment – and what returning to “normal” might look like.*

- **Track 5**

○ **Spanish Language Session: Being a Leader in the Produce Industry**

*Informal Discussion. Leaders come in many shapes and sizes, but there are commonalities in great leaders that stand the test of time. In this discussion, hear from United Fresh Produce Industry Leadership Program Alumni as they explore the inherent and learned leadership skills that foster growth and advancement in the fresh produce industry.*

**10:30 am – Noon (ET)**

7:30 – 9:00 am (PT)

**Workshop**

- **Cornell Certificate Program**

○ **VUCA Leadership (Volatile, Uncertain, Chaotic, and Ambiguous)**

**11:00 am – Noon (ET)**

8:00 – 9:00 am (PT)

**Workshops**

- **International**

○ **Global Trade Challenges in the COVID-19 Era**

*As citizens of the world begin to emerge from the solitude of COVID-19, what type of economy will they see? Hear from global leaders on the challenges faced by trade partners throughout the pandemic and the solutions born of the crisis that will drive future business around the globe.*

- **Food Safety & Regulatory**

○ **The CARES Act Toolbox: Unlocking Federal Programs That Help the Fresh Produce Industry**

*In late March, Congress passed and the President signed the Coronavirus, Aid, Relief, and Economic Security (CARES) Act.*

*This was the third but most consequential piece of legislation that has become law since the onset of COVID-19 here in the United States. Since its passage, several programs have been essential to providing the fresh produce industry needed resources and important policy adjustments for the industry to stabilize during this challenging time. During this session join United Fresh team and outside policy experts to learn about these key programs such as Paycheck Protection Program, Farmers to Families food boxes, direct payments, nutrition programs, access to farm labor, and more.*

- **Assortment 1**

○ **TEC Talks**

*Today's hottest start-ups are developing new technologies that will continue to advance the fresh foods industry. Hear from featured FutureTEC Zone companies as they share a glimpse of their latest and greatest innovations and how they anticipate their solutions will impact the future of produce.*

*And*

○ **Retail Insights from Visionary Produce Managers**

*The United Fresh Retail Produce Manager Awards Program recognizes produce managers on the front line in supermarkets – today's essential workers – who work tirelessly to increase sales and consumption of fresh fruits and vegetables. This year's winners will share their experiences and first-hand accounts of what consumers are seeking and selecting, how the fresh produce industry can take advantage of in-store interactions and the crucial role the produce department has played during the pandemic.*

- **Controlled Environment with CEA**

○ **Food Safety Challenges and Opportunities Unique to CEA Leafy Greens**

*Hear food safety experts from some of our members discuss what makes controlled environment agriculture different from a food safety perspective, and what the Coalition is doing to develop standards specific to controlled environment leafy greens production.*

- **School Foodservice Forum**

○ **Selling to Schools: Understanding Fruit and Vegetable Requirements in K-12 Foodservice**

*USDA representatives will review school meal nutrition standards, including fruit and vegetable portion sizes*

*requirements, and how produce companies can benefit from understanding the USDA Food Buying Guide. Companies that distribute produce to schools, as well as grower-shippers and fresh-cut processors that are interested in selling to K-12 schools, are encouraged to participate.*

**Noon – 1:00 pm (ET)**

9:00 – 10:00 am (PT)

**Women in Produce LIVE! General Session**

United Fresh maintains its tradition of honoring a female leader of our industry. Join us as Sarah Frey, President and CEO of Frey Farms, and Founder of Tsamma™ Watermelon Juice and Sarah's Home Grown shares her inspiring story as a female entrepreneur.

**1:00 – 3:00 pm (ET)**

10:00 am – Noon (PT)

**Expo Power Hours**

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**5:00 – 6:00 pm (ET)**

2:00 – 3:00 pm (PT)

**Women in Produce Reception**

Continue the celebration of Women in Produce; and men welcome to attend!

**Wednesday, June 17**

**9:00 – 10:00 am (ET)**

6:00 – 7:00 am (PT)

**Get FIT! – Go for a Ride**

This morning, let's hit the road – the virtual road that is! Got a Peloton? Clip in and join Miriam Wolk (#phillyexpat77), United Fresh; Lori Taylor (#loriTPM), The Produce Moms; and Alex Berkley (#ajaaacks), Frieda's, on the 9:00 am ET/6:00 PT live ride and get your output soaring! Make sure to make #UFLive your Leaderboard Hashtag to join in the fun and throw out lots of high fives to your fresh produce Peloton family. No Peloton? No problem! Enjoy a ride outside or on your stationary bike of choice and share a photo on Instagram with the hashtags #UFLive and #UFLiveGetFIT.

**10:00 – 11:00 am (ET)**

7:00 – 8:00 am (PT)

**Coffee Talks**

- **Track 1**

○ **Audits: Why Do We Bother?**

*Informal Discussion. Since you're paying for an audit, how can operations make the most of that investment, and use 3rd party audit results for continuous improvement?*

- **Track 2**

○ **Future of Fresh-Cut**

*Informal Discussion. Join fresh-cut leaders to talk about the current landscape and the future of this critical sector.*

- **Track 3**

- **Maximizing the Consumer-Influencer Connection to “Create the Crave”: How to Drive Fruit and Vegetable Consumption Through Influencer Marketing**  
*Informal Discussion. Join the Produce for Better Health Foundation (PBH) and their top tier Fruit and Vegetable Ambassadors in Action (FVAA) for a Coffee Talk discussion on the power of working with influencers to connect produce with consumers. Topics include how to tap individual expertise to “create the crave” through authentic messaging; inspirational culinary techniques; and platform-specific content to drive fruit and vegetables sales. Meet PBH’s FVAA!*

- **Track 4**

- **Farmers to Families: USDA’s Food Box Program**  
*Informal Discussion. Share your views and hear experiences from contractors involved in USDA’s Farmers to Families food box program*

**11:00 am – Noon (ET)**

8:00 – 9:00 am (PT)

**Workshops**

- **Cornell Certificate Program**

- **Planning Supply Chains for Resiliency**

- **International**

- **How International Sourcing Has Changed**  
*As consumers demand year-round access to their favorite fruits and vegetables, retailers have had to adapt their sourcing plans accordingly. Hear from retail produce leaders on how they approach international sourcing and what they need from their supply chain partners now and in the future.*

- **Food Safety & Regulatory**

- **COVID-19: Lessons Learned from Other Industries**  
*While our collective, singular focus through the pandemic has been keeping the fresh produce supply chain moving, there are lessons to be learned from partners in the meat, dairy and other food sectors in their approach to maintain a similar focus. Learn of the challenges we share, and explore what we might expect from the future.*

- **Assortment 1**

- **The Feelings and Habits That Accelerate Fruit and Vegetable Consumption: Delivering on the Desires and Demands of Consumers**  
*Join the Produce for Better Health Foundation’s (PBH) President and CEO, Wendy Reinhardt Kapsak, MS, RDN and PBH’s Chief Behavioral Scientist Jason Riis, PhD and*

*President of Behavioralize for a deep dive into PBH's signature KNOW-FEEL-DO behavior change framework to understand the fruit and vegetable consumption intention-action gap and the impact COVID-19 has had on consumer emotions and habits.*

- **Controlled Environment with CEA**
  - o **COVID-19 and Market Disruptions: How Decentralized CEA Supply Chains Add Value**

*CEA production often uses a shorter supply chain, which has proven to be increasingly valuable during the 2020 COVID-19 pandemic. Hear our experience through this time, and what we can learn to enhance local food supply at all times, not just during market disruptions.*
  
- **School Foodservice Forum**
  - o **Continuing a Culinary Focus: Prioritizing Fruits and Veggies Before, During and After COVID-19**

*Schools are finding creative ways to highlight fresh produce on their menu, and it's no longer uncommon to have a chef, culinary supervisor, or farm to school coordinator on staff. Hear from several K-12 leaders who have made offering plant-based meals a priority, and how they are working to keep fresh on the menu, considering the new COVID-19 reality.*

**Noon – 1:00 pm (ET)**

9:00 – 10:00 am (PT)

**Organics LIVE! General Session**

Organic produce sits squarely in the sweet spot for evolving consumer value drivers: health and wellness, social impact, experience, and transparency. Led by Organic Produce Network's (OPS) Co-Founder and Executive Vice President Tonya Antle, learn what's happening in the world of organics from top industry leaders.

**1:00 – 3:00 pm (ET)**

10:00 am – Noon (PT)

**Expo Power Hours**

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**5:00 – 6:00 pm (ET)**

2:00 – 3:00 pm (PT)

**Organics Receptions**

Following today's Organic General Session, come back together with fellow industry members who share an interest in organic produce.

**5:00 – 6:00 pm (ET)**

2:00 – 3:00 pm (PT)

**Young Professionals Reception**

New to the produce industry or early in your career? Meet your peers who share common career challenges and share what you're learning through these difficult times.



## Thursday, June 18

### **9:00 – 10:00 am (ET)**

6:00 – 7:00 am (PT)

#### **Get FIT! – Yoga**

Start the day with a United Fresh yoga class led by active Hip Hop artist Melissa Coppola, owner of Vibe Yoga. Melissa will offer creative flows incorporated with her love for music in this class.

### **10:00 – 11:00 am (ET)**

7:00 – 8:00 am (PT)

#### **Coffee Talks**

##### - **Track 1**

###### ○ **Developing Effective Produce Safety Leaders**

*Informal Discussion. Need your executive team to 'OK' a major capital project? What skillsets are key to successfully advocate for needed investments in produce safety? How do you develop them so that you can speak to upper management and peers with confidence?*

##### - **Track 2**

###### ○ **Sustaining the Gains: Keeping FRESH in Schools in a COVID-19 World**

*Informal Discussion. A conversation with produce suppliers and school nutrition experts about the future of fresh produce in school meals, considering the new COVID-19 reality.*

##### - **Track 3**

###### ○ **Sustainable Packaging**

*Informal Discussion. Our passion for developing new sustainable packaging solutions has not been sidelined during the pandemic. Consumers are more vocal than ever in their desire for new sustainable packaging solutions. During this discussion, explore innovative concepts and how the future may propel new solutions to market faster than anticipated.*

### **11:00 am – Noon (ET)**

8:00 – 9:00 am (PT)

#### **Workshops**

##### - **Cornell Certificate Program**

###### ○ **Communicating Through a Crisis**

##### - **International**

###### ○ **Specialties and Exotics: What's New From Around the World**

*As consumers get more comfortable with preparing meals from home, they also are exploring new produce products for the first time. Specialty and exotic items are being adopted into home-cooked meals and finding their way onto take out menus and other foodservice channels. Hear from*

*countries that have been driving the specialty and exotic market and how these products will entice customers and drive sales.*

- **Food Safety & Regulatory**

○ **Smarter Food Safety, Big Data, and Predictive Analytics**

*We all have data. But do we know how to effectively evaluate and use those data sets, both small and large? Learn from two data analysis experts how data and technology can be utilized to enhance food safety programs.*

- **Controlled Environment with CEA**

○ **Retail Partners' Perspective on Value of CEA Production**

*Hear the unique perspective of retail and other community partners who choose partnerships with CEA producers. Understand the value that retailers and other partners get from developing a robust relationship with CEA leafy greens producers.*

- **School Foodservice Forum**

○ **School Meals During COVID-19: Creative Approaches to Ensuring Students Get Their Fresh Fruits and Veggies**

*As schools closed because of the COVID-19 pandemic, school nutrition professionals suddenly had the responsibility of providing packaged, grab n' go meals to children in their communities. Quickly designated as "Essential Employees", school foodservice directors, cafeteria managers and other school support staff rose to the occasion, providing children with balanced meals that include fresh produce. Hear from Dayle Hayes, child nutrition advocate and creator of School Meals that Rock social media channels, to highlight examples of school districts that have gone -- and continue to go -- above and beyond to creatively offer fresh fruits and vegetables during school closures.*

**Noon – 1:00 pm (ET)**

9:00 – 10:00 am (PT)

**Retail-Foodservice LIVE! General Session**

Meet the produce heroes – today's essential workers – on the front lines as we honor the 25 winning retail produce managers and 9 winning chef and foodservice operator. Industry leaders from retail and foodservice channels will share how business is likely to change in the future and why the work these winners are doing and will continue to do, is so critical to the success of our industry.

**1:00 – 3:00 pm (ET)**

10:00 am – Noon (PT)

**Expo Power Hours**

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**6:00 – 7:00 pm (ET)**

3:00 – 4:00 pm (PT)

**United Fresh LIVE! Celebration - A #SpiritsUnited Toast With United Fresh Produce Association**

As we begin to wrap up United Fresh 2020 LIVE!, let's bring our whole community together for a toast to the essential workers bringing fresh produce to people around the world. And, we promise to make it fun! You've heard of food and wine pairings; tonight we join with the Distilled Spirits Council of the United States to have fun pairing spirits with fresh produce! Our expert chef will start with a great cocktail recipe incorporating fresh fruit, and then create a fresh food dish that also complements the cocktail. We'll then turn to a DISCUS member distillery to focus on the unique attributes of gin and how it can complement fresh foods.

#SpiritsUnited is DISCUS grassroots program encouraging advocacy before government. To learn more about United Fresh' advocacy program, please visit our Government Relations Booth in United Fresh LIVE!

**Friday, June 19**

**9:00 – 10:00 am (ET)**

6:00 – 7:00 am (PT)

**Get FIT! – Tornado**

Still with us? Finish the week strong with a Tornado workout. This whirlwind class will combine cardio kickboxing, strength, yoga, and Pilates. Lead by the produce industry's very own Amy McClellan, SVP, Martin's Super Markets, Division VP, Retail, SpartanNash.

**10:00 – 11:00 am (ET)**

7:00 – 8:00 am (PT)

**Coffee Talks**

- **Track 1**

- **Looking at 2020 Federal Elections in the post COVID-19 Environment**

*Informal Discussion. The Congressional and Presidential election campaigns require a reset in strategy. With limited ability for in-person campaigning, fundraising and even voting, conventional analysis can be thrown out the door. Let's talk about what candidates are doing to reach voters, and what to watch during the summer and fall. And, place your bets for who's going to win in November.*

- **Track 2**

- **Produce Industry Leadership Program Alumni**

*Informal Discussion. A special session target to all alumni of the United Fresh Produce Industry Leadership Program, join Leadership Alumni Chair Kristen Reid for a discussion on leadership through the current climate and finding your strength in an unpredictable business environment.*

- **Track 3**

- **Direct to Consumer Channels - A Permanent Change?**  
*Informal Discussion. Prior to the pandemic, direct to consumer (DTC) or e-commerce sales of fresh produce seemed to be a high-end phenomenon. Since March however, DTC has moved to center stage for many consumers and a solution to keep businesses afloat. What happens when the pandemic finally ends?*

**11:00 am – Noon (ET)**

8:00 – 9:00 am (PT)

**Workshops**

- **Cornell Certificate Program**

- **State of the Industry: A Forecast of the Future**

- **International**

- **Spanish Language Session: Global Focus - The South America Market (IN SPANISH)**  
*South America has been a steadfast trading partner for the United States for many years, driving year-round access to the most popular fresh fruits and vegetables! Join leaders from the South American produce industry for an in-depth look at what the future holds from our southern trade partners!*

- **Food Safety & Regulatory**

- **Adding COVID-19 to the Produce Safety Job Description**  
*Although COVID-19 isn't a foodborne illness, many produce safety professionals have been tasked with managing the crisis. How do you relate your plans to different audiences (customers, employees, health departments, etc.), avoiding political or unscientific concerns? Is adding COVID mitigation measures into HACCP necessary? How are we preparing for the next wave?*

- **Assortment 1**

- **Adaptation & Transformation: The Future of Produce Foodservice Distribution**  
*When the foodservice sector collapsed overnight in March, distributors scrambled to redirect their product and reinvent their business models. Hear from a panel of produce distributors about what actions they took to save their business in the midst of crisis, as well as what direction they see for the supply chain in the months and years to come.*

- **Controlled Environment with CEA**

- **Indoor Ag-Conversations United Fresh Panel**  
*Hear from this executive panel led by Tom Stenzel, United Fresh's President & CEO, as they explore the unprecedented challenges and opportunities industry members face today.*

*Learn key produce trends to watch; tips for building mutually beneficial relationships with produce distributors; how COVID-19 is accelerating demand for locally grown food; what indoor growers are doing now to adjust to a changing market and more.*

- **School Foodservice Forum**

○ **The Future of Fresh Produce in Schools: A State Agency Perspective**

*Much is still unknown, as it relates to school schedules and what this may mean for foodservice operators, but important conversations are taking place to ensure schools can continue offering meals in an environment that maximizes student safety without sacrificing fresh options. Attendees will hear from state-level child nutrition leaders who can share what's working, what's needed from partners, and what next year's school meals may look like.*

**Noon – 1:00 pm (ET)**

9:00 – 10:00 am (PT)

**Closing LIVE! General Session**

As the first virtual event for the fresh produce industry draws to a close, industry leaders from around the globe will gather to explore what's next for our industry? There will be life after this crisis, and food will win! How can we be prepared to lead the world back to a lifestyle of health, wellness and great taste?