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Lorelei DiSogra, Ed.D., R.D., is Vice President, Nutrition and Health, for the United Fresh Produce Association (United Fresh) headquartered in Washington, D.C. Dr. DiSogra has been a leader in the National 5 A Day Program from its inception in California to its becoming the most recognized nutrition message in the United States. Committed to health promotion and disease prevention, Dr. DiSogra is a passionate advocate for eating a diet rich in fruits and vegetables.

Dr. DiSogra is responsible for United Fresh's Project Fresh Start, a new initiative focused on reshaping government policy and driving environmental change to enable America's children to meet fruit and vegetable recommendations consistent with the new Dietary Guidelines. Key initiatives of Project Fresh Start include:

- Expanding the Fruit and Vegetable Snack Program to schools in all 50 states
- Ensuring that a revised WIC food package incorporates fresh fruits and vegetables as recommended by a recent Institute of Medicine report.
- Ensuring that USDA food purchasing programs for schools reflect the new Dietary Guidelines and that our nation's school children have increased availability and access to high quality, great tasting fresh fruits and vegetables.

From 2001-2005, Dr. DiSogra served as Director of the National 5 A Day Program at the National Cancer Institute. Prior to joining the NCI, she was Vice President of Nutrition and Health at Dole Food Company.