



Important Media Announcement

On September 11, 2008, Fresh Express will host a ground-breaking event, and one that fulfills the Fresh Express commitment made broadly to industry to share the findings of its comprehensive research initiative into the contamination of leafy greens by the *E. coli* O157:H7 pathogen.

On this date, the findings of the nine *E. coli* O157:H7 research projects, funded by Fresh Express at a total cost of \$2 million dollars, will be reported for the first time ever. These findings promise to bring important new insights to prevention and mitigation strategies.

Please see the attached agenda which outlines presenters. Among these are members of the Fresh Express Scientific Advisory Panel, chaired by Dr. Michael Osterholm, who guided the research priorities and funding decisions. Members include Dr. Jeff Farrar, California HHS; Dr. Robert Tauxe, CDC; Dr. Robert Buchanan, FDA; Dr. Robert Gravani, Cornell University; Dr. Craig Hedberg, University of Minnesota.

Who Will Attend? We are already receiving registrations from a broad range of attendees including regulators and legislators from local, state and federal levels and their staffs; growers, harvesters, packers, coolers and shippers; value-added and commodity produce manufacturers and suppliers; food safety researchers and academic experts; fresh produce senior executives, buyers and QA/technical experts from leading retail and foodservice companies; key industry representatives and trade associations, media and consumer gatekeepers, among others.

We want to spread the word that the Conference is open to all who wish to attend, space permitting. We have made accommodations with our Conference facility, the Monterey Plaza Hotel and Spa in Monterey California, for the largest meeting rooms available, and will be able to accommodate a large number of Conference participants.

Anyone interested in attending the day-long conference may contact Donna Watkins at (512) 848-1698, or email Donna@StratagentCorp.com, to receive a Registration Form and Conference Agenda.

In addition, special keynote speakers will be announced shortly.

While Fresh Express hopes to accommodate everyone who wishes to attend, space is limited and advance registrations are requested. Day-of registrations will be accommodated only if space permits.