

News Release

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FOR IMMEDIATE RELEASE

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NEW EDUCATION OPPORTUNITY KEEPS PRODUCE EXECUTIVES ON TOP OF THEIR GAME

Washington, DC – Where do you go when you are already at the top, or close to it? Produce Executives around the country now have the answer – the United Fresh Produce Executive Development Program. Through its Research & Education Foundation, United Fresh, in partnership with Cornell University, is offering this first-of-its-kind program to produce executives. Produce Executive Development Program will be held March 11-16, 2007 at the Statler Hotel & Executive Conference Center on the Cornell Campus in Ithaca, NY and registration is open now.

Designed for mid to senior level executives, this weeklong program will explore the key challenges and opportunities faced by today's produce industry leaders.

During the program, sessions and presentations will be augmented with guest speakers, case study exploration, working groups, and discussion. Some of the key topics to be covered are: Today's food retailing climate; competitive strategy development; Branding strategies for the produce industry; team dynamics & decision making; best-in-class produce strategies; negotiation & conflict resolution; new product development strategies; strategies for growth in today's food industry; Global food industry trends and strategies; survival guide to finance in strategic planning; and supply chain effectiveness.

"We know that the produce industry is a unique business," said Dr. Ed McLaughlin, Director of the Food Industry Management Program and Robert G. Tobin Professor of Marketing at Cornell. "Using our own experience and input from the United Fresh members, we have tailored this program specifically to meet the needs of produce industry executives."

The concept for this program was developed by the members of the United Fresh Business Development Council, chaired by Mike Kemp, director of perishables, Save-A-Lot. "The Council recognized there was an opportunity in our industry to provide professional developing training for top-level leaders,"

said Kemp. "This course will bring a tremendous amount of value for anyone involved in the produce supply chain."

The Produce Executive Development Program is designed for mid-to senior-level produce executives, including Presidents, CEOs, Sr. Vice Presidents, Vice Presidents, Directors and others with management experience. "We recognize that job titles in the produce industry don't always translate to actual responsibilities," said Victoria Kuhns, senior vice president member services and foundation. "Anyone who is currently in a leadership position or under consideration for one, will benefit from this opportunity."

Tuition for the 5 day program includes all classroom sessions and materials, tours, lunches, group dinners, receptions, completion certificate, group photo, and 5 nights lodging at The Statler Hotel. United Fresh Members will receive discounted tuition rates. Tuition for United Fresh members before January 15, 2007 is \$4995 and after January 15 is \$5500; non-member rates are \$7995 and \$8500 respectively. Space is limited; the maximum class size for the program is 40 participants, to help ensure a dynamic, yet intimate learning environment for participants.

Anyone interested in receiving more information or registering for the program can contact Beth Berman, United Fresh education manager, at 202-303-3405 or bberman@unitedfresh.org.

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This program will be executed by the United Research and Education Foundation, a not-for-profit foundation formed in 1998 to develop education programs and research to help deliver safe, wholesome, affordable, and nutritious fresh fruits and vegetables to the public. The Foundation is the home of the Produce Industry Leadership Program, Project Fresh Start – Working to Double Produce Consumption Among the Next Generation, the Frieda Rapoport Caplan Family Business Scholarship, and a variety of other education and training programs.