



## BACKGROUND INFORMATION 2018



### OUR WORK

United Fresh has over 27 years' experience supporting and uniting the pan-produce industry, providing leadership across the entire value chain.

We partner with like-minded organisations to present conferences and workshops, providing updates on pan-industry issues and networking opportunities.

As a member of the Global Network for the Promotion of Fruit & Vegetable Consumption, the International Federation for Produce Standards and PMA A-NZ, we continue to foster international connectivity.

Our services are based on sound science, just business practices and respect for all. We strive to add value for our members and the entire fresh produce value chain.

**Through our Technical Advisory Group (TAG) we work on behalf of and in partnership with members and other stakeholders in the important areas of;**

- Biosecurity
- Climate Control
- Compliance, e.g. Weights & Measures
- Food Safety
- Supply Chain Management
- Traceability

**Further services and benefits provided to our members and industry include;**

- Government Liaison
- Health Claims interpretation and advice
- Industry Networking
- International Connectivity
- Management of the Fruit & Vegetables in Schools Initiative providing 120,000 pieces of fresh produce to New Zealand children every day
- Nutrition Information Panels for all fresh fruit and vegetables
- Public Relations and Communications
- Research Projects and Pilots
- Workshops and Members' Meetings

United Fresh also supports the 5+ A Day Charitable Trust, committed to inspiring and educating Kiwis, especially children, about the benefits of a diet rich in fresh fruit and vegetables.



### FUNDING

United Fresh is funded by voluntary membership from the pan-produce industry.

Learn more at [www.unitedfresh.co.nz](http://www.unitedfresh.co.nz) or phone 0800 507 555

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