



NEWS RELEASE

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United Fresh Launches Third Annual BrandStorm™

WASHINGTON, D.C. (June 26, 2017) - The United Fresh Produce Association has launched the third annual *BrandStorm*™ marketing event, which will take place November 13-15, 2017 in San Francisco, CA, at the Hotel Nikko San Francisco.

A project of the United Fresh Produce Marketing & Merchandising Council, *BrandStorm* has been developed to engage all levels of marketers in the produce industry looking to disrupt their marketing mix with new and creative marketing solutions.

“What started as a goal of the Council to educate produce marketing professionals has grown into the must-attend marketing event for the industry,” said Mark Munger, Vice President, Sales and Marketing at 4EarthFarms and Chairman of the United Fresh Produce Marketing & Merchandising Council. “The first two years of *BrandStorm* have been very exciting to watch grow as more marketers in the industry discover the value of the event. I’m looking forward to seeing the growth of this third iteration.”

Building on the success of the first two *BrandStorm* programs, this two-day event offers a storm of marketing solutions for attendees to take back and apply to their businesses. Attendees will hear from engaging speakers on topics such as emotional marketing and packaging best practices to attract consumers. They will come together throughout the event to engage in multiple platforms, work on industry-specific case studies, and hear from speakers designed to make them approach their marketing strategies with a new perspective.

This year, the industry is invited to participate in the *BrandStorm*™ Poster Design Contest. The poster will capture the energy and excitement of the event, the produce industry, and the city of San Francisco, as hundreds of marketers descend upon the Bay Area for two days of inspiration. The creator of the winning design will receive one complimentary *BrandStorm* 2017 registration and their work will be featured on the *BrandStorm* website and in promotional channels. Deadline to submit is September 15, 2017. [Visit the BrandStorm website for details.](#)

BrandStorm [registration is now open](#). United Fresh Members can attend for \$695 with discounts offered to marketing teams at the reduced rate of \$645 each when you register two or more colleagues (from the same company). Non-members can attend for \$895. For more information about *BrandStorm* education, registration or to sponsor at the event, contact [Mary Coppola](#), Senior Director, Marketing Communications at 202-303-3425.

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About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training

and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.