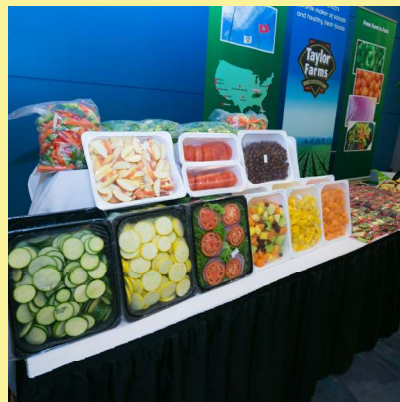




UNITED FRESH
2020
CONVENTION & EXPO

The School Foodservice Forum

June 17-18, 2020 | San Diego



CONNECT WITH SCHOOL FOODSERVICE BUYERS

The United Fresh 2020 Convention & Expo brings together individuals from all segments of the produce supply chain. This includes chefs and foodservice buyers from many of the largest U.S. school districts. Since 2013, the United Fresh Start Foundation has organized a *School Foodservice Forum* that brings this audience to the show, creating opportunities for collaboration between United Fresh members and school nutrition leaders.

SPONSORSHIP SUPPORT

Your sponsorship enables school foodservice leaders from across the country to attend the convention. Sponsorships are available in two leadership levels: Gold Level (\$15,000) and Silver Level (\$5,000). School Forum sponsors will be recognized on the same signage as overall convention sponsors. All sponsors also receive a complimentary table-top presence in the Kid Zone and a Featured Product Showcase display.

HOW IT WORKS

United Fresh coordinates invitations and travel accommodations for 50 school nutrition leaders to attend the United Fresh 2020 Convention & Expo. The School Foodservice Forum is a two-day program that includes attendance at the convention, participation in the Kid Zone, access to the show floor, and participation in idea-sharing sessions focused on fresh fruits and vegetables in school meal and snack programs.

Participation by the K12 community, supports their knowledge and ability to source, serve and promote fresh produce to our nation's children. School buyers will see new products, engage in conversations with the industry, and share best practices amongst each other to elevate what's possible with fresh fruit and vegetables in school lunchrooms across the country.

Take-a-ways from the program will be used to develop future opportunities for United Fresh members to support schools as they look to offer more fresh choices for students.



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What School Foodservice Leaders Are Saying

"The annual United Fresh Conference in Chicago is a "must attend" for me. The value of getting to meet both growers and processors, as well as equipment and industry vendors, is considerable. What better way is there for us in school food service to know the incredible variety of produce available from our farmers and processors, than to see and experience it first-hand? The more we know, the better we can market these items to our school children, to help boost both their overall health and their educational achievement. The School Food Service Forum was chock-full of proven, successful strategies to boost student consumption of fruits and vegetables."

Michael Rosenberger, Executive Director, Food & Child Nutrition Services,
Dallas Independent School District

"The United Fresh conference is a great forum to understand new trends and products that are on the horizon. I found it very helpful to interact with the small group of specialized vendors for the K-12 market at the Fresh Festival for School Foodservice."

Amy Virus, MS, RD, LDN, Manger, Division of Food Services, School District of Philadelphia

"Attending this event spurred idea generation around the possibilities for different types, cuts and packaging of produce on our menus. Prior to the conference I didn't value pre-packaged products, but after discussions with fellow Food Service Directors, and vendors during the Fresh Festival, my perspective changed to understand the way fresh-cut produce can enhance our breakfast in the classroom and after-school meal programs."

Anneliese Tanner, Executive Director, Nutrition and Food Services,
Austin Independent School District

"The School Foodservice Forum provided an opportunity to learn more about the produce industry and to share about what we as school foodservice directors do on a daily basis. It was evident that growers, suppliers, and the association support us and want to learn more about how to continue to grow those relationships."

Lisa Kendall, Director, Nutrition Services, Thompson School District, Loveland, CO

"I enjoyed the displays and meeting vendors but my favorite part was the round table discussions. It is always so good to meet people who have the same issues we have and have already solved them. It was very beneficial to get new ideas, fresh ways of thinking about children and produce, and know where the farmers are heading. I made many contacts and am going to follow-up after the show."

Lora Gilbert MS, RD, FADA, SNS, Sr. Director, Food and Nutrition Services,
Orange County (Orlando) Public Schools