
Produce Industry Legislative Update

Robert Guenther

Senior Vice President, Public Policy

United Fresh Produce Association

Produce Industry Legislative Update

Today's Discussion

1. About United Fresh
2. Takeaways from 2016 Election
3. Key Legislative and Regulatory Outlook for the Produce Industry

United Fresh Produce Association

- Founded in 1904
- Headquartered in Washington DC
- 1,500 companies; 10,000 individuals
 - More than 100 commodity boards; local, regional, national, international associations
 - Members in every state, 25 countries
 - 300 volunteers on boards, councils
- We bring together the total produce industry supply chain
Growers, wholesalers, fresh processors, distributors, retailers, restaurants, service providers, allied associations

Our Mission

- 1. Bringing supply chain partners together** to grow your businesses
- 2. Developing solutions for companies** to address complex issues
- 3. Providing training** to enhance your team's skills, leadership
- 4. Shaping government policy** that affects our industry
- 5. Growing fresh produce consumption** for long-term success

Takeaways from 2016 Election

Or.....Expect the Unexpected

Trump's electability ratings

- Presidential Run Announcement → **3%**
- After First Republican Debate → **23%**
- Republican Nomination → **38%**
- Last Election Poll → Clinton **46%** vs. Trump **42%**

How we ALL got it Wrong

- Money and ground game win elections → **WRONG**
- Trump will kill the Republican brand → **WRONG**
- Debates turn on elections → **WRONG**
- VP Candidates Matter → **YES**
- Must be politically correct → **WRONG**
- Paid media wins elections → **WRONG**
- Political or military experience is necessary → **WRONG**

2017 Political Outlook

- It's a very aggressive agenda for Republicans
- Democrats are not going to sit by idly
- What comes around goes around....
- We have to be prepared to adapted to this new way of governing.
- We have some opportunities but also challenges

2017 Political Outlook

- Overview of current state of play with new Administration and new Congress (Looking at it another way...)



115th Congress



What's Important to the Industry?

Opportunities and Challenges

Produce Industry Opportunities and Challenges

Opportunities

1. Infrastructure
2. 2018 Farm Bill
3. FSMA Reform

Challenges

1. International Trade
2. Immigration/Guest Worker Reform
3. Nutrition Policy

Potential Opportunities

Infrastructure – *75% said an important issue*

- President-elect Trump promoted during the campaign new investment in infrastructure of our roads, bridges, rail and waterways.
- Our industry is highly dependent on an efficient transportation system, from trucking, rail and ocean shipping, to ports and border facilities.

2018 Farm Bill – *75% said an important issues*

- Government's largest investment in the produce industry and the healthful nutrition of America's children through increased consumption of fruits and vegetables.

FSMA Reform – *92% said an Important Issue*

- With final rules now published by FDA, some rules could be further clarified by the Trump Administration, but others may require legislative action

Potential Challenges

International Trade – *78% of members said it was an important issue*

- President Trump made trade an important part of his campaign platform. Promised to “Put America First” and tear up bad agreements.
- U.S. consumer/retail demand for year-round product has required U.S. producers to invest/partner in operations in other parts of the world.

Immigration/Guest Worker Program – *85% said critical issue*

- President Trump ran on strong anti-immigrant rhetoric and Promised to deport all illegal aliens in the country; build a wall to stop flow
- Also implied opposition to legal guest worker programs

Nutrition Policy – *64% said very important issue*

- President Trump has made repealing regulations a top priority, especially regulations issued by Obama Administration
- Federal nutrition policy directives are in the cross-hairs of food processors, conservatives opposed to federal mandates, Michelle Obama opponents

Thank you for the opportunity!

Robert Guenther

rguenther@unitedfresh.org

202-303-3409

