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**IFPA to give voice to produce industry at White House
Conference on Hunger, Nutrition and Health**

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The [International Fresh Produce Association](#) will participate in the White House Conference on Hunger, Nutrition, and Health on Sept. 28 in Washington, DC, as IFPA looks to be part of an effort to eliminate hunger and reduce diet-related disease by 2030. The conference comes after IFPA released its Fruit and Vegetable Moonshot, an eight-point plan on a national nutrition strategy, to the White House earlier this year.

Cathy Burns, IFPA's chief executive officer, will give voice to the fresh produce industry alongside senior policy makers and industry and public health leaders at this historic event, more than 50 years in the making.

It will be a busy week for the produce industry as the conference coincides with the final day of IFPA's Washington Conference, Sept. 26-28, when hundreds of association members will descend on the Hill to advocate for robust nutrition policy, among other priorities. As part of that event, IFPA will release its first economic impact study, which evaluates fresh produce's multi-billion-dollar-role role in the United States economy and nationwide employment.

"We are proud to partner with the White House and others to combat these serious concerns across the country," said Burns. "It is essential that leaders in Washington be aware of the need to transform how our country eats, feeds, and nourishes itself and make steps toward a healthier future. Additionally, we look forward to highlighting the role IFPA plays not just in our country's health but in the vital role of our economy."

Since the announcement of the White House conference, IFPA has encouraged widespread stakeholder feedback and IFPA has mobilized members to provide input and industry stories, provided recommendations to address nutrition security, and connected with partners to determine a series of commitments the industry and the association can lead to contributing to the White House Conference's stated pillars

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