



**Fresh Impact
TOUR**

Meeting The Industry Where They Are



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Fresh Impact Tours brings IFPA to members' backyards

May 22, 2023

The [International Fresh Produce Association](#) recently held the first Fresh Impact Tour stop in Salinas, CA, in partnership with host, Taylor Farms. The tours bring IFPA team experts to the industry in their own backyards and facilities. There are two more tour stops on the calendar right now, with more to come throughout the year.

The upcoming tour stops include:

- May 23 in Cashmere, WA, at Crunch Pak
- May 24 in Yakima, WA, at Domex Superfresh Growers

In addition to gathering regional industry members for important networking, members from the Government Relations and Food Safety teams will attend the events to provide updates, answer questions and learn about regional needs.

At the Salinas tour stop, Bruce Taylor of host company Taylor Farms, welcomed industry members from the area to celebrate the return to Salinas along side the IFPA Fresh Field Catalyst Accelerator participants; IFPA and member experts on technology, food safety and government relations; and staff from U.S. House Representative Jimmy Panetta (D-CA).

IFPA Vice President of Innovation Vonnie Estes was on hand to introduce the Accelerator participants; Chief Policy Officer Robert Guenther gave an update on policy progress and priorities and Donna Lynn Browne, senior director of food safety and social responsibility of Naturipe Farms represented the Food Safety Council with an update on the work of the council, and the news about IFPA's new chief food safety and regulatory officer, Natalie Dyenson.

“IFPA exists for our members and because of our members,” said IFPA Chief Membership Officer Miriam Wolk. “We are always excited to welcome members to our events each year, but we know that fully supporting our industry means going to where our members are. We’re grateful for the tour stop hosts and are looking forward to seeing our members in their own elements, where we can learn more about how IFPA can support the industry as we all grow a more vibrant future for all.”

The Fresh Impact Tours will continue throughout the year, and any companies looking to host a tour can reach out to the IFPA membership team at memberservices@freshproduce.com.

Invitations to the Fresh Impact Tour are being sent to those who are in the immediate area. The attendee list will be kept local to maximize networking benefits and to tailor updates from experts. To follow the Fresh Impact Tours, follow IFPA on [LinkedIn](#) and other social media channels.

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