

# GROWERTALKS

## GT in Brief

2/1/2022

### Meet the International Fresh Produce Association

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The new year marks the launch of a new produce and floral association, the International Fresh Produce Association (IFPA), which calls itself “the largest and most diverse international association serving the entire fresh produce and floral supply chains.”

Who and what is the IFPA, and from whence did it spring? Their URL should be a hint—[www.thisisbettertogether.com](http://www.thisisbettertogether.com). IFPA is the new organization that merges two existing industry organizations, United Fresh Produce Association and Produce Marketing Association. But it’s not really a merger, they say, but ending of those and the start of a whole new one ... much like OFA and ANLA becoming AmericanHort.

The new association was announced way back in March of last year, as was its starting date of January 1, but the name wasn’t yet decided. Says the website, “While IFPA is built on the legacy of United Fresh and Produce Marketing Association, it is not just a combination. It is transformational.”

They go on to describe the new venture as “the largest and most diverse international association serving the entire fresh produce and floral supply chain, and the only to seamlessly integrate world-facing advocacy and industry-facing support. We exist to create a vibrant future for all, and to do so with your prosperity in mind.”

Current CEOs Cathy Burns (PMA) and Tom Stenzel (United Fresh) will serve as co-CEOs through 2022, after which Cathy will take over as sole CEO. A new Board has been formed from membership of both organizations.

And this wasn’t a new idea: it was discussed in 1995, 2007 and 2012, but fell short of approval each time. **GT**