

FOR IMMEDIATE RELEASE

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Center for Produce Safety Announces Its \$20,000,000 Campaign for Produce Safety

DAVIS, Calif. -- Since its inception in 2007, the Center for Produce Safety has provided \$16.4 million to fund critically-needed, actionable produce safety research. To expand this vital work, the Center today announced the "Campaign for Produce Safety," a major fundraising initiative designed to secure \$20 million in funding over the next five years.

Initial contributions to the campaign already total \$4,720,000, demonstrating a strong conviction that food safety is a shared responsibility of the entire produce supply chain, from growers to shippers to retailers. Several industry leaders have stepped up early in the campaign to signal their support and their intent to advance timely research to keep produce products safe in the United States and worldwide.

Early supporters include Kent Shoemaker, CEO of Lipman Produce, based in Immokalee, Fla. "Produce safety," Shoemaker said, "is not only critical to our success as an industry, it is critical to our survival. Lipman is committed to more than writing a check. We are 'all in' to share best practices with the other grower/shippers who understand the importance of food safety."

"Produce safety is an issue that affects us all," added Bruce Taylor, chairman and chief executive officer of Taylor Farms, based in Salinas, Calif., which has made a lead gift to the campaign. "When an outbreak occurs, consumers see it as an industry-wide problem, regardless of brand or product. That's why it's in the best interests of each one of us to join

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together, get involved and financially support CPS's efforts to advance real-world, practical research that can be put to use right away to ensure positive food safety outcomes."

Taylor Farms and the Produce Marketing Association have contributed \$1 million each to the Campaign for Produce Safety. In addition to its contribution, PMA, the trade organization that represents companies from every segment of the global fresh produce and floral supply chain, has also continued to cover ongoing administrative costs for CPS, enabling industry and public funds to go exclusively to research.

"PMA has been a major supporter of CPS since day one because of what it stands for: a partnership committed to finding science-based answers to food safety issues facing the fresh produce industry," said Bryan Silbermann, PMA chief executive officer. "There is no more vital issue facing our membership, no more important way to address concerns held by consumers than doing everything in our power to find solutions and then implement them."

The Center for Produce Safety was established as a partnership between private and public sectors. Historically, private contributions have been matched one-to-one with public funds.

"This private-public partnership is a core strength of CPS," said Stephen Patricio, CPS's chairman who also heads the Campaign for Produce Safety. "Our goal has always been to augment knowledge gaps with science-based actionable research that the industry can use to make our produce safer. That goal will be further advanced later this year when we announce the research projects selected to receive our latest \$2 million in funding."

The following is the list of Campaign for Produce Safety contributors as of September 21, 2015. Additional commitments will be announced at the Produce Marketing Association's Fresh Summit in Atlanta on October 23. To become a contributor, contact Bonnie Fernandez-Fenaroli, Executive Director, Center for Produce Safety at (530) 757-5777 / bonnie@centerforproducesafety.org.

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Contribution of \$1,000,000+

Produce Marketing Association *
Taylor Farms *

Contribution of \$500,000 - \$999,999

Dole

Contribution of \$250,000 - \$499,999

California Melon Research Board * / California Cantaloupe Advisory Board *
Georgia Pacific *
Tanimura & Antle *

Contribution of \$100,000 - \$249,999

GreenGate Fresh
JV Smith Companies *
Lipman Produce
Pacific International Marketing
Western Precooling Systems
Church Brothers / True Leaf Farms
International Paper *
California Fresh Fruit Association
Driscoll's *
Florida Tomato Committee *
McEntire Produce, Inc.

Contribution up to \$99,999

Monsanto Company *
Sunview Marketing International *

Please note that companies and organizations distinguished by an asterisk have given not only to the CPS Campaign for Produce Safety, but also to past CPS fundraising efforts.

CPS, a non-profit foundation, is focused exclusively on providing the produce industry and government with open access to science-based information needed to continually enhance produce safety.

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