

MEDIA RELEASE

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CALIFORNIA FRESH FRUIT ASSOCIATION'S MARCY MARTIN, DIRECTOR OF TRADE, NAMED TO THE UNITED STATES AGRICULTURAL TECHNICAL ADVISORY COMMITTEE FOR TRADE IN FRUITS AND VEGETABLES

Fresno, California – The California Fresh Fruit Association (CFFA) was pleased with the announcement made by United States Department of Agriculture Secretary Tom Vilsack and United States Trade Representative Michael Froman on the appointment of Marcy Martin, CFFA Director of Trade, to the United States Agricultural Technical Advisory Committee for Trade in Fruits and Vegetables.

“USDA and USTR rely on the individuals who serve on these committees to provide their expert advice on U.S. trade policy and priorities,” said Vilsack. “They are an invaluable asset as we work to enact trade agreements and trade policies that deliver the greatest economic benefit for U.S. agriculture and for our nation as a whole,” Vilsack said. “The last six years have been the strongest in history for U.S. exports, with international sales of American farm and food exports totaling \$771.7 billion. Those exports now support more than a million quality American jobs. As we negotiate new trade agreements in Asia and Europe we will rely on APAC and ATAC members’ expertise and knowledge to bring the best possible deals.”

President of the California Fresh Fruit Association, Barry Bedwell said, “We are very gratified to see Secretary Vilsack appoint Marcy to the ATAC for fruits and vegetables and continue the history of representation for CFFA and California agriculture on this important advisory group.”

Congress established the advisory committee system in 1974 to ensure a private-sector voice in establishing U.S. agricultural trade policy objectives to reflect U.S. commercial and economic interests. The U.S. Department of Agriculture and Office of the U.S. Trade Representative jointly manage the committees.

The new committee members will serve until June 15, 2019.

About the Association

The California Fresh Fruit Association is a voluntary public policy association that represents growers, packers, and shippers of California table grape, blueberry, kiwi, pomegranate and deciduous tree fruit communities. CFFA serves as a public policy representative for these growers, shippers and packers, on issues at both the state and federal levels. More information about the California Fresh Fruit Association can be found at www.cafreshfruit.org.