



# ANNUAL REPORT

2017-2018

FPAA and its members help to ensure North America's uninterrupted access to fresh, high-quality, healthy and delicious Mexican-grown fruits and vegetables.

In 1895, the first rail car carrying fresh produce from Mexico crossed the border at Nogales, Arizona. Today, Mexico has become the top supplier of fresh fruits and vegetables for the United States – and the FPAA is the leading agent of produce trade at the U.S.-Mexico border and across the country.

Founded in Nogales, Arizona, in 1944, the Fresh Produce Association of the Americas has grown to become one of the most influential agricultural groups in the United States. Today, the FPAA provides a powerful voice for improvement and sustainability, serving the needs of more than 100 North American companies involved in the growth, harvest, marketing, import, and distribution of Mexican produce.

Our efforts, combined with the support of our members, yield positive results. We initiate and support major changes that benefit the produce industry.

Our mission is to provide industry expertise and informed advocacy to foster the success of member companies.

## In Memory of FPAA Board Members

***Bobby Bennen Jr.***



***1972-2018***

***Bobby was the CEO of Ta-De Distributing and a long-time board member of the FPAA from 2006-2014 and was re-elected in 2017. Always quick with a smile or a laugh, Bobby's kindness, thoughtfulness, and friendship will be missed by many.***

***Gerardo Ritz***



***1970-2018***

***Gerardo was General Manager and Principal of Ritz Produce in Nogales, Arizona as well as a principal of Agricola Ritz in Culiacan, Sinaloa, Mexico. He was a longtime member of the board of directors of the FPAA from 2000-2010 and was re-elected in 2015. Gerardo chaired several committees during his time on the board.***

# Annual Report 2017-2018

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FRESH PRODUCE ASSOCIATION  
OF THE AMERICAS



@FRESHPRODUCEAA

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# Welcome from President Lance Jungmeyer

Dear Members of the FPAA,

To feed North America. That is how at least one Board member of the Fresh Produce Association of the Americas often describes his business mission.

In the past year, we have seen this mission come under threat, especially as we were challenged by a U.S. NAFTA negotiating objective, "To Seek A Separate Domestic Industry Provision for Perishable and Seasonal Products In AD/CVD Proceedings."

The overall food and agriculture industry was caught off guard by this objective from the Office of the U.S. Trade Representative, which to economists flies in the face of free trade principles. Essentially, the proposal dramatically lowers the bar for growers to claim protection from imports. In allowing claims to go forward on a seasonal and regional basis, it would expose the entire fresh produce industry to a patchwork series of tariffs that would only serve to increase consumer pricing and reduce selection.

To protect a few growers, primarily in the Southeast, this proposal would change U.S. trade law in a way that invites retaliatory measures. That is why the FPAA has worked to mobilize a strong network of allies to fight against this provision. Our mission has been to ensure that this misguided proposal dies on the NAFTA negotiating table.

From DC to Ottawa to Mexico City, FPAA has attended every single round of the NAFTA negotiations, meeting with top negotiators and business leaders for all three nations. We sought and received the support of Congressional delegation letters in Arizona and Texas.

Numerous groups have come out publicly against the seasonality provision. Those groups, which number over 20, include: Corn Refiners Association, American Soybean Association, the National Pork Producers Council, U.S. Rice Federation, Northwest Horticultural Association and many more. Clearly, a lot of the business community agrees with the FPAA position.

No matter what happens with NAFTA, rest assured that we will continue to fight for your ability to import and distribute Mexican produce, just as we have since the association was founded in 1944. In the meantime, please continue to do what you do best, which is to feed North America. We're all better for it.

Sincerely,



Lance Jungmeyer  
President  
Fresh Produce Association of the Americas



# Welcome from Chairman Gonzalo Avila



Dear Fellow Members of the FPAA,

In a few months, we will be coming to the end of another Nogales produce season and also the end of my two-year chairmanship of the FPAA. This has been a rewarding and humbling experience to see what we all accomplish when we work together and to learn from so many of our members that get involved and bring smart ideas to the table as our association works on behalf of all of us.

In the last year, the FPAA has devoted major resources advocating for trade and the preservation of NAFTA to prevent severe economic consequences for our members. We are facing very real threats, and at the same time, we are creating strong allies across North America.

I believe it is also important to discuss our efforts within the State of Arizona. Over the past several years, the FPAA has made significant inroads with the Arizona State Legislature. We have hosted tours of legislators to our region, we hold frequent meetings in Phoenix, and we move the needle in getting people to see how vitally important trade is for the entire state.

Much of our success was accomplished by working hand in hand with our representative in Phoenix, Robert Shuler who announced his transition into retirement last year. While we miss our regular interactions with him, Robert helped us find a great team at Veridus, LLC that will continue to advance our issues in Arizona. Right off the bat, Veridus has been helping us advance legislation through the Arizona legislature to make it possible to complete the full buildout of SR 189/Mariposa Road. With this and future legislative initiatives, the FPAA will also continue to push for the necessary improvements at Ruby Road, Rio Rico Drive and the Frontage Roads. This year's bill faced serious pushback from some in the trucking industry, and Veridus has been guiding us through this process very effectively.

They continue the work of organizing local tours to educate legislators, putting the FPAA in front of important people that can advance our issues such as working to preserve NAFTA, targeting important members of the press, creating food safety advancements in Arizona, and much more. We are excited about the continued successes I am sure we will see as we work with Veridus on our statewide issues.

In addition to our work in Phoenix, Washington, and Mexico City, we strive to bring impactful training opportunities to our members. I encourage all of you to participate in the ongoing educational sessions organized by our association, and if you have a special need for training, let us know about it.

We hope you agree that we are making improvements that benefit your business, and we look to you for help as we recruit more members to meet the many challenges we face. We are stronger the more we work together. And if you are not a member, we need your help – join!

Please don't hesitate to contact me or the FPAA staff to talk about ways the FPAA can continue to bring value to our industry. I am proud of our staff and the work they do on our behalf. Thank you for your commitment and participation in the FPAA. I look forward to our continued successes.

Sincerely,

A handwritten signature in black ink that reads "Gonzalo".

Gonzalo Avila  
Chairman  
Fresh Produce Association of the Americas

# Board of Directors



## **Bobby Astengo- Peppers Plus LLC., Owner**

Mr. Astengo has worked for the produce industry for over 35+ years and is a part of the FPAA as a member of the current Board of Directors, and a member of PMA.



## **Gonzalo Avila- Malena Produce, Inc., CEO**

Mr. Avila has worked in the produce industry since 1999. Malena was founded in 1984, and his family has been growing since 1954. Mr. Avila is the FPAA's Current Chairman and he is also a part of the PMA, United Fresh, Pickle Packers Association, DRC, Blue Book, Red Book.



## **Brian Bernauer- Calavo Growers, Director Operations & Sales-Fresh Tomato**

A graduate from University of California, Davis in 1984, Mr. Bernauer has worked in the produce industry for over 30 years. After graduating, Mr. Bernauer started his produce career as a buyer with a major retailer. For the past 20 years Mr. Bernauer has worked in the grower/shipper side as a director of operations, sales and marketing.



## **Alejandro Canelos- Apache Produce LLC., CEO**

An FPAA past chairman, Mr. Canelos is the CEO of Apache Produce as well as one of the founding partners of International Greenhouse Produce. Mr. Canelos has 22 years of experience and leadership in the produce industry.



## **Jaime S. Chamberlain- J-C Distributing Inc., President**

An importer of Mexican Fruits & Vegetables, est. in 1971. He is a Past Chairman of the Board of Directors of the FPAA & is a sponsor member of the Nogales/Santa Cruz County Port Authority. He is Chairman Emeritus of the St. Andrews Children's Clinic Board of Directors & an active member of the Nogales Boys and Girls Club. He was recently appointed by Governor Ducey to the Arizona Rural Economic Development Advisory Council & the Board of Directors of the Arizona Mexico Commission, where he serves as the Co-Chairman of the Ports & Transportation Infrastructure Committee, as well as the Sec. of the AMC Executive Board. He serves as Chairman of the Nogales City Board of Adjustments & Chairman of the Nogales Economic Development Taskforce. Named The Packer's Importer of the Year for 2014 as well as FPAA Member of the Year in 2013, he was also named Business of the Year by The Tucson Hispanic Chamber of Commerce in 2015.



## **Ricardo Crisantes- Wholesum Family Farms, Inc., Vice President of Sales & Marketing**

With 20 years in the produce industry, Mr. Crisantes has become a dedicated leader in organic, sustainable agriculture and making socially responsible growing a winning business model. Participating in organizations such as Sustainable Food Trade Association, PMA, United Fresh, and United Fresh leadership Program are just a few ways he strives to grow responsible produce as an industry and a movement.



## **Chris Ciruli- Ciruli Brothers, LLC COO**

Mr. Ciruli grew up alongside his brother and father in the fields and offices of Ciruli Brothers and Amex Distributing Company. He is a Board Member of the FPAA; he is part of the Texas International Produce Association, PMA, Board Member of United Fresh Fruit and Vegetable Association, Board Member & Treasurer of the National Mango Board, Board Member of the Boys and Girls Club of Santa Cruz County, and part of First Things First.



**Sabrina Hallman- Sierra Seed Company, CEO/Sierra Seed International, President & ISINVERNADEROS Sierra, Partner**

Sierra Seed Company has been providing agricultural services to commercial growers in Mexico for two family generations. Ms. Hallman joined the team in 2007. She remains active in the industry and the community serving on Boards of The Fresh Produce Association of the America's; The Seed Trade Association of Arizona; and Santa Cruz Community Foundation. Ms. Hallman is also a member of Zonta International and Women Presidents Organization.



**Martin Ley- Shipley Sales**

Martin Ley has over 30 years of produce industry experience. He is a Board Member for FPAA, and is the U.S. Spokesperson for AHIFORES. Mr. Ley has also received the FPAA's Member of the Year Award.



**Matt Mandel- Sunfed, Vice President of Operations**

Mr. Mandel has worked in the produce industry for ten years. He is a Board Member for FPAA & he is a past Chairman. Mr. Mandel is part of PMA, United Fresh, CPMA, Western Growers, Texas International Produce Association, and Southeast Produce Council.



**James Martin- Wilson Produce, LLC., Director of Sustainability**

Mr. Martin is part of the 4th generation of family farms at Wilson Produce. He has studied at universities in the US, Cuba, and Denmark. He received dual BA degrees in Analytic Philosophy and Latin American Studies. He founded a University contingent of No More Deaths/No Mas Muertes. He served with the US Peace Corps in the Federated States of Micronesia. He has helped lead Wilson Produce to be recognized as Arizona's Greenest Workplace in 2014 and Mexico's Best Renewable Energy Collaboration in 2015.



**Ernesto Maldonado- Star Produce US LP/General Manager, Grower Relations**

Mr. Maldonado worked as Minister Counselor of Agriculture at the Mexican Embassy in Ottawa, Canada, expanding the presence of Mexican produce in the Canadian marketplace. He served as the Director General of the Fruit and Vegetables Resolution Disputes Corporation (DRC) and was appointed as the government liaison of Mexico at the DRC board of directors from 2007 to 2013. He served for three years as the Agricultural Trade Coordinator for the Agricultural Ministry in the State of Queretaro, Mexico, and has also worked as the Director of Export Trade and Foreign Market Development for the Ministry of Agriculture in Mexico City. In 2013 Star Produce US LP recruited him to serve as the company's Director of Grower Relations, strengthening the business relationship between Mexican producers and the Star Group, developing contractual relationships with growers and responsible for the general management of the Nogales facility.



**Jimmy Munguia- Del Campo Supreme, Sales Manager**

Mr. Munguia has been in the produce industry for over 30+ years. He is the current chairman for the Tomato Division.



**Bert Monteverde- H.M. Distributors, Inc., COO**

Mr. Monteverde has worked in the produce industry since he graduated from the University of Arizona in 1993. H.M. Distributors, Inc. is a member of United, Western Growers and Blue Book. Mr. Monteverde was also selected as part of Class 9 of United Fresh Leadership Program in 2003.

# Board of Directors



## John Pandol- Pandol Brothers, Director of Special Projects

John Pandol is Director of Special Projects for Pandol Brothers, turning crops into value. Trade show junkie and serial store checker, John spends 120+ days on the road in Mexico, the US and other countries observing all points of the supply chain. John ties together crop production, sourcing, and retail merchandising. A strong advocate of person to person public diplomacy, John volunteers to escort visitors into Mexico, including trade, press, and governmental officials.



## Walter Ram- Giumarra Companies, Vice President of Food Safety

Mr. Ram has worked in the produce industry for 40 years and is a part of many organizations such as; the FPAA Board of Directors, Center for Produce Safety at UC Davis Technical Committee, United Fresh, PMA, CPMA, Center for Produce Sustainability Advisory Board, Produce Safety Alliance (FDA), Harmonized GAP Standard Steering Committee, Harmonized GAP Standard Technical Working Group, National Mango Board, Greater Nogales and Santa Cruz County Port Authority, Strategic Partnership Program Agro terrorism, and Washington Blueberry Commission Food Safety.



## Fernando Sandoval- Martinez US Customs Brokers & President of Customs Brokers Assoc.

Licensed Customs Broker with 25 years international logistics experience, including Rubbermaid, Kellogg's, Del Campo, and Coca-Cola bottler. Current focus is on US Customs operations/compliance, InBond cargo, and C-TPAT certification supply chain security. Member of the Rotary Club and Arizona Mexico Commission.



## Rod Sbragia- Tricar Sales, Inc. Director, Sales and Marketing

Mr. Sbragia has worked in the produce industry for over 31 years; he is a part of the FPAA and PMA. He is the chairman of the FPAA's Convention Committee and is also part of the FPAA's Education Committee.



## Terry Shannon Jr.- Shannon Brokerage, Vice President

Mr. Shannon is Vice President of Shannon Brokerage Co., a family run U.S. Customs Brokerage business started by his grandfather in Nogales, Arizona in 1931. He has over 30 years of experience in the business. He is the current chairman of the Nogales-Santa Cruz County Economic Development Foundation. He is also past vice-chairman of the Nogales Alliance: Port of the Future, past president of the Nogales U.S. Customs Brokers Association and past chairman of the Greater Nogales Santa Cruz County Port Authority.



## Miguel "Mikee" Suarez- M.A.S. Melons & Grapes, Sales Manager

Miguel "Mikee" Suarez was born and raised in Nogales, Arizona. He has been with MAS Melons and Grapes since 2012, where he works in sales and marketing. Miguel personally oversees the new and expanding cucumber and asparagus programs. At 24 years old, he was elected board member for the FPAA. Miguel is looking forward to using the knowledge and experience he will gain from his two year term to help improve the produce industry in Nogales and the produce industry as a whole.



## Leonardo M. Tarriba- Farmer's Best International, CEO

Mr. Tarriba has worked in the produce industry for 23 years and is a part of the FPAA, Western Growers, CAADES, the National Mango Board, and part of the United Grower-Shipper Board.



## Scott Vandervoet- Vandervoet & Associates, Inc. Treasurer/Secretary

Scott Vandervoet has worked full time in the fresh produce industry for over 7 years. He was a member of Produce Business magazine's 40 under 40 in 2015. He has been a member of the Fresh Produce Association Board of Directors since 2012, a member of the Executive Committee, and he was awarded Member of the Year in 2015. Scott volunteers with the local non-profit Friends of the Santa Cruz River, which is focused on ecological and community health along the mid Santa Cruz River Valley.

# Staff Profiles



**Lance Jungmeyer**  
**President**  
**23 Years in Produce**

Active in government, industry and civic groups that include; Trade Facilitation committees at U.S. Chamber of Commerce, Greater Nogales and Santa Cruz County Port Authority, plus many more. Board of Directors of the Border Trade Alliance.



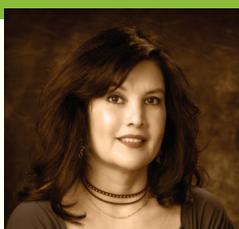
**Erika Dominguez**  
**Policy Analyst and**  
**Communications Coordinator**  
**2 Years in Produce**

Joined the FPAA in 2017, she holds a bachelor's degree from the University of Arizona. Came on as policy analyst/communications coordinator and has since then taken the position of assistant to the president.



**Georgina Felix**  
**Foreign Affairs Director**  
**15 Years in Produce**

She represents the FPAA on the Mexican Customs and Mexican Military Outreach Meetings, Technical Peer Group for Foreign Trade Facilitation, the Nogales Corridor Workgroup and facilitates the coordination of the Trucking Industry Workgroup.



**Marlene Lopez**  
**Director of Membership Affairs**  
**19 Years in Produce**

She represents the FPAA on the Nogales Chamber of Commerce Government Affairs Committee, is a board member for the Pimeria Alta Historical Museum and is vice president for the Zonta Club of Nogales.



**Allison Moore**  
**Director of Legislative and**  
**Regulatory Affairs**  
**16 Years in Produce**

Represents the FPAA on the Greater Nogales Santa Cruz County Port Authority and the Economic Development Foundation. She is also a board member with the Nogales Community Development.



**Conchita Singh**  
**Accounting and H.R. Director**  
**33 Years in Produce**

She volunteers accounting services for the Greater Nogales Santa Cruz County Port Authority and also oversees all their financial activities.



**Emmis Yubeta**  
**Membership Programs**  
**Coordinator**  
**13 Years in Produce**

She represents the FPAA on the Nogales Chamber of Commerce Government Affairs Committee, she works with the Santa Cruz College to provide Continuing Education courses for the community.

*We are constantly  
 DEVELOPING and  
 NURTURING  
 relationships  
 with elected officials  
 and agencies in  
 Washington, D.C.,  
 Mexico City, and  
 Phoenix!*

## About



**Combined Staff Years in  
 Fresh Produce**

# Legal and Professional

*In order to properly serve our members and advocate for their interests, the FPAA often utilizes teams of experienced legal and advocacy professionals. We're always on the lookout to expand our team while ensuring efficiency and proper representation for our members.*



**Daniel J. Coogan**



**Robert "Kip" C. Martin**

## **Coogan and Martin P.C.**

In 2001, Kip Martin and his law partner, Daniel J. Coogan, formed Coogan & Martin, P.C. Throughout its history, the firm has been closely connected with international agricultural trade and with the produce industry in Nogales, Arizona. Mr. Martin and Mr. Coogan are also two of a handful of lawyers in the United States with an intimate working knowledge of administrative regulations and procedures under the Perishable Agricultural Commodities Act of 1930 ("PACA").

## **Veridus**

Veridus has a proven track record of achievement. The team shares more than an in-depth knowledge of the legislative process and decades of experience in lobbying, government relations, and public affairs, they bring dedication, creativity, and a focused pursuit of excellence that drives every project that Veridus takes on.



**Jeff Sandquist**



**Jeremy Gerlach**



**Jason Barraza**

## **Research and Communications- Joseph Wright**

In August of 2017 the FPAA contracted author, journalist, photographer, and communications consultant Joe Wright to assist in the FPAA's efforts to secure members' interests in the NAFTA renegotiations. Wright assisted not only on NAFTA and trade, but also social media, speech & editorial writing, as well as various research projects and the 49th Annual Nogales Fresh Produce Convention.



**Joseph Wright**

# Member Recognition

*Our members are recognized among the industry and the community by their outstanding contributions!*

## **FPAA Pillar of the Year Award James and Sylvia Chamberlain Chamberlain Distributing**

Every year during the Nogales Produce Convention's gala dinner, the FPAA grants this award to someone whose work and contributions have greatly shaped the industry. The association honors individuals who have met and exceeded the following criteria:

- Individual has been involved in importation and distribution of fresh produce from Mexico
- The individual exhibits a history of volunteering time and effort to the association and/or industry
- Consideration is given to members who have contributed innovations in the handling or marketing of fresh produce
- The individual has demonstrated integrity throughout his/her career



Center: FPAA Pillar of the Year Award recipients James and Sylvia Chamberlain

This year the FPAA decided that the members who deserved it the most were James and Sylvia Chamberlain. This couple not only has a history with fresh produce, but they have come to be a beacon within the industry. James started his career in produce in the 1960's. He established himself early on as a dedicated businessman with a strong work ethic. He's held nearly every position there is in the produce industry.

Equally responsible for their success is Sylvia, who saw an opportunity to improve their situation and urged James to start their own business. Together they took the risk. Using whatever money they had in the bank, they started buying and distributing produce. It didn't take long for their company to become one of the largest companies in Nogales.

## **FPAA Member of the Year Award 2017 Chris Ciruli CIRULI BROTHERS**

The 2017 Member of the Year was awarded to Chris Ciruli, Chief Operations Officer at Ciruli Brothers, a grower and shipper of fresh produce and headquartered in Nogales, AZ. Ciruli has been on the FPAA Board of Directors since 2008 and also serves as Board Member and Treasurer of the National Mango Board and as a Board Member of the Boys and Girls Club of Santa Cruz County. The member of the year is nominated by association members and is defined as someone who goes above and beyond in working for the betterment of the industry and its membership.



FPAA President Lance Jungmeyer, FPAA Member of the Year Chris Ciruli, FPAA Chairman elect Scott Vandervoet and FPAA Chairman Gonzalo Avila

# FPAA Welcomes New Members

Our membership blend is diverse and includes companies collectively focused on continued fair market access for fresh produce from Mexico.

## WHO ARE THE FPAA MEMBERS?

### DISTRIBUTOR MEMBERS

Nearly 50 member companies are active “Distributor Members”. These members receive fresh produce directly from grower partners in Mexico. As an agent for the grower, they market these products to many unique buyers, supermarket chains, brokers, terminal markets, and restaurant suppliers.

### ASSOCIATE MEMBERS

Associate Members include all the unique buyers procuring product from the Distributor Members, as well as industry-associated companies such as custom house brokers, seed companies, trucking firms, financial institutions, energy and insurance companies, and packaging providers.

### CAN I BECOME A MEMBER?

The FPAA welcomes membership applications from like-minded companies interested in continued access for produce from Mexico. The annual membership dues are \$1,500.00, and include an abundance of resources and exclusive benefits. Distributor Members contribute special assessment fees based on annual volume; Associate Members contribute a fixed special assessment fee based on business type.

For more information, contact:  
Marlene Lopez  
mar@freshfrommexico.com  
Call 520-287-2707  
www.freshfrommexico.com

## New Distributor Members

- ▶ Fresh Harvest Delight, LLC
- ▶ Fresh International, LLC

## New Associate Members

- ▶ 1st Bank Yuma
- ▶ Bright Group, LLC
- ▶ Naya Energy
- ▶ Agencia Aduanal Mayer Martínez Y Asociados, S.C.
- ▶ Zira Food Safety



BRIGHT GROUP, LLC



# FPAA Member Discounts and Benefits

Being part of the FPAA gives you leverage and strength when voicing issues that affect the well-being of your business and your people. In addition FPAA has been able to negotiate other important services and discounts for members.



C.H. Robinson offers competitive rates to all FPAA members. The FPAA Transportation Program offers our members access to consultative account management, tailored pricing options, national surge capacity and business intelligence. All of these resources are provided without any fees or commitment of freight.  
Lauren Singh: 831-392-7061



Whatever your rental needs, the FPAA program has you covered. From bobtail trucks to rental cars across the country, Enterprise and National offer great discounts to members. Members are automatically eligible to join National's Emerald Club which allows you to bypass the counter and to pay mid-size rental fees while selecting any car you'd like in the Emerald Aisle.  
Contact: Abraham Sneed 520-281-0425



PDS will provide FPAA Distributor members with a discount, Just mention to your Custom House Broker that you are an FPAA Distributor member and direct them to specify that PDS handle your devanning services.



**Convention Discounts:**  
Members receive a \$25 discount on the Nogales Convention Fiesta and Gala events and a \$50 discount on the Golf Tournament.

**FPAA Education/Training Series:**  
Each year, an educational/training series is developed for FPAA members based on member input. These events are either provided at no cost or nominal costs and are available to FPAA members only.



Office Depot:  
FPAA members receive anywhere from 5 – 15% off a variety of Office Depot products. Collectively, members saved over \$10,000 in the first year alone! Contact: Daniel.durda@officedepot.com



FPAA members receive PMA convention discounts when badges are purchased through the FPAA.



Regardless if you need insurance for a day or for an extended period of time, FPAA members enjoy a 7% discount! Contact the Nogales office at: 520-281-1865



FPAA members receive great discounts at both convenient locations. Holiday Inn's rate is \$109 for one Bedroom, \$124 on Jr. Suites and includes a free breakfast. Candlewood Suites offers a rate of \$85, \$110 on a One Bedroom Suite. Holiday Inn 520-281-0123 Candlewood Suites 520-281-1111



FPAA members simply need to indicate that they are eligible for the FPAA's \$139 weekdays and \$179 weekends corporate rate at the time of booking the reservation. This is a \$30/night discount! Please keep in mind that this rate is for a standard room, is subject to availability and is not valid for leisure travel or group events. Reservations can be made by calling the hotel directly at: 520-398-2211 or 800-848-7893



A special rate has been offered to FPAA members' of \$64 one bedroom \$69 double beds. It includes hot breakfast buffet, and a bar coupon. Please call Maru Mazon, Sales Coordinator at telephone: 520-287-7211



Custom Web/Mobile App Development:  
FPAA members receive discounted pricing on custom web sites and mobile app development by lawrencemcdaniel.com Fixed project pricing and guaranteed results. Lawrence McDaniel 415-766-9012



As an allied partner and member of the FPAA, WGA works with individual companies to find a variety of policies and rates for FPAA members. Matt Bigham 602-757-7869



FPAA members receive a 10% discount off printing from WestPress. Deana Lopez at: Deanna@westpress.com



Port Devanning Services (PDS)  
PDS will provide FPAA Distributor members with a discount. To apply this discount, mention to your Custom House Broker that you are an FPAA Distributor member and direct them to specify that PDS handle your devanning service.

# Industry Partners

We are constantly seeking ways to strengthen our efforts by partnering with organizations with whom we share a common interest and goal. Our mutual support and collaboration are important elements to our success. Some of these partners are:



In support of NAFTA and trade in general, FPAA worked on a substantive level with the following organizations in the past year.



# Important Issues

## Food Safety

The FPAA and its members are absolutely dedicated to providing consumers with safe, healthy, and flavorful fresh fruits and vegetables, every bite, every time.

FPAA strongly believes in promoting cooperation in food safety among North American trading partners. A group that FPAA started several years ago, the U.S.-Mexico Produce Food Safety Working Group, has been expanded to include information and advice about Canada as well. The new group, the North American Produce Food Safety Working Group, features co-chairs: Lance Jungmeyer, President, FPAA; Mario Robles, Executive Director of Sinaloa's Commission for the Investigation and Defense of Vegetables; and, Jeff Hall, Food Safety Specialist for the Canadian Produce Marketing Association.



North America Produce Food Safety Working Group at the Spring Policy Summit

A key goal for the group is benchmarking the food safety laws from the United States, Mexico and Canada. This would allow greater transparency and cooperation among the three governments and provide a common understanding to industry members operating in any of the three nations.

## FPAA Southern Arizona Sustainability Expo

Last year, the FPAA held the first ever Southern Arizona Sustainability Expo on May 18, 2017 at the Santa Cruz Center. The event featured panels on solar energy, energy efficiency, waste reduction, and sustainable packaging.

This year, the Southern Arizona Sustainability Expo will be on May 17, 2018 at the Santa Cruz Center from 10 AM-3 PM.

*Pictured below: AZ House Rep. Rosanna Gabaldon with city of Nogales Mayor John Doyle; EnComm Consultants, Bannister Development & Naya Energy presenters; CHEP Pallets booth*



# Community Involvement and Relationships

The FPAA participates in a variety of community organizations and initiatives both as FPAA representatives and for their own personal causes. The FPAA is making a difference in our local community to improve business opportunities and to strengthen social programs and initiatives. In addition to the groups and boards where staff participates, staff members also volunteer their time to assist with the Annual Boys and Girls Club Carne Asada.

## Scholarships

The FPAA gives scholarships at the Sustainability Expo and staff assists with the IME-Becas Scholarships with Santa Cruz Community Center and the Consulate of Mexico.



Pictured above: IME-Becas Scholarship presentations



## Olli Tours

The FPAA hosts several tours for OLLI-UA throughout the year. OLLI-UA (Osher Lifelong Institute at the University of Arizona) is a non-credit lifelong learning program open to all adults over the age of 50.

Several warehouses host tours for the organization. If you would like to host a tour please get in contact with Erika Dominguez at [erika@freshfrommexico.com](mailto:erika@freshfrommexico.com).



Pictured above: Malena Warehouse Tour; Below: Chris Ciruli presenting at the Ciruli Brothers Warehouse before a tour

*“Life’s most persistent and urgent question is, What are you doing for others?”*

*-Martin Luther King, Jr.*

### Tomateros Baseball Clinic

Nogales welcomed the Tomateros, the professional baseball team from Culiacan, Sinaloa, for the first-ever Tomateros Nogales Youth Baseball Clinic. The event was held on Saturday and Sunday, October 7-8, by the Fresh Produce Association of the Americas (FPAA) and the Ley family of Del Campo Supreme.

The clinic was open for local youths ages 4 to 15, and was a fun opportunity for Club Tomateros de Culiacan and the Nogales High School Apaches baseball team to help kids learn about baseball. Participants had the opportunity to hone their baseball skills ranging from beginner's level to experienced with highly skilled professionals. Among those doing the coaching were Darrel Sherman and Francisco Paquin Estrada of the Tomateros, and Coach Eddie Cota of the Nogales Apaches. Thirty local kids participated in the clinic, bringing with them a love for the game and an eagerness to learn. Split into two groups based on age, the clinic took place over two days with a morning session and an afternoon session.



Pictured left: participants getting ready to begin the clinic; right: Nogales Apaches Coach Eddie Cota with Diego Ley and his son, Diego Jr.

### FPAA Promotes Healthy Habits

At the Gala Night event during the 49th Annual Nogales Produce Convention, two local schools were announced as this year's recipient of the salad bar equipment.



Pictured left: Patagonia Union High School salad bar recipient; right: Santa Cruz Center Salad bar recipient

# 49th Nogales Produce Convention

More than 800 people attended the 49th Nogales Produce Convention & Golf Tournament on Nov. 2-4, 2017. The convention opened on Thursday morning with Educational Sessions that included a variety of speakers from marketing to technology. We also incorporated our first ever NAFTA Panel which was informative and insightful. Later that evening we kicked off the Nogales Produce Convention with the Opening Fiesta and Networking Event where we had close to 600 people enjoy food and drinks as they met with others involved in the produce industry.



On Friday, Nov. 3 we began our day with golf at the Tubac Golf Resort. It was a beautiful day to golf and many people enjoyed the beautiful Arizona mountains. The 2nd Culinary Showcase took place from 11am to 2pm and incorporated food made with fresh fruits and vegetables donated from local produce companies! People loved the food choices and music. We can't wait for the 3rd Annual Culinary Showcase next year!

Later that afternoon attendees had the opportunity to ride on a helicopter for a tour of the United States/Mexico border. Friday evening at the Convention Gala, James and Sylvia Chamberlain were awarded the Pillar of the FPA Award for their commitment to the produce industry. We concluded the Nogales Produce Convention with golf at Canoa Ranch in Green Valley Arizona on Saturday, Nov. 4. Thank you to all who attended the convention!

SPECIAL THANKS TO OUR SPONSORS WHO MAKE THIS EVENT POSSIBLE!

## SPONSORS

### Standard

Coogan & Martin, P.C.  
Jeong & Lizardi, P.C.  
Mastronardi Produce  
Mayer Martinez y Asociados S.C.  
Nogales-Santa Cruz County Chamber of Commerce  
Primus Labs/Azzule  
Ritz Produce, Inc.  
Seald Sweet International  
Western Growers Association

### Bronze

Agri-Packing Supply Inc  
Ahern Seed International, Inc  
Associate Brokerage Co.  
Bernardi & Associates, Inc  
Borderland Food Bank  
Nogales Community Food Bank SA/Nogales  
Edward Jones Investments  
Frank's Distr. Of Produce  
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Tricar Sales, Inc.  
Veg-Fresh Farms

### Silver

Canadawide Fruit Wholesalers, Inc  
Ciruli Brothers, LLC  
Del Campo Supreme  
Divine Flavor, LLC  
Farmer's Best International, LLC  
Fresh Farms, LLC  
IFCO Systems  
K & K International Logistics, LLC  
M & M West Coast Produce, Inc.

# Tubac Golf Resort & Spa

The 49th Annual Nogales Produce Convention included: educational sessions, networking opportunities, golf, helicopter rides, a gala dinner, award ceremony, dancing, and an enormous quota of fun!



Naumann/Hobbs Material Handling  
 Pandol Brothers, Inc  
 Prime Time International  
 ProducePay  
 Produce House, LLC  
 Sigma Sales Co., Inc  
 Star Produce US  
 Sunripe Certified Brands  
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 Wholesum Family Farms  
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**Silver Plus**

Calavo Growers, Inc.  
 Eagle Eye Produce, Inc  
 International Paper  
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 Produce Market Guide  
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 AgPlus Network, LLC  
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 Joe Produce  
 Produce Business  
 The Packer  
 The Produce News

**Golf Sponsors**

West Rock

**Distinguished**

Nogales U.S. Customs Brokers Assn/Port Devanning Services

**Golf Holes**

Nogales U.S. Customs Brokers Assn/Port Devanning Services  
 SunFed

**Hole-In-One Contests**

Cropper's Nogales Auto Center  
 Horne Ford/Champion Chrysler  
 Jim Click Automotive Team

# Arizona Advocacy

*In keeping with the strategic goals and priorities of the Board, FPAA continues to make inroads in Arizona State Government.*

## APRIL 2017

Georgina Felix of the FPAA attended a meeting with Arizona Department of Transportation officials to talk about efforts to streamline border safety inspections at ports of entry. The program focuses on inspecting higher risk trucks while keeping lower risk trucks moving faster through the inspection process. Additional details will come as the program moves forward.

The Arizona Department of Transportation (ADOT) hosted a meeting in Tucson to discuss updates to the State Rail Plan. Allison Moore attended the meeting on behalf of the FPAA and spoke about rail and the produce industry, including possible expansion into rail both from growing regions to the border and from Nogales to markets across the U.S.



## MAY

On May 4th, FPAA President Lance Jungmeyer, delivered a presentation at the Annual Meeting of the Arizona Seed Trade Association (ASTA) on the value of integrating the US produce industry with Mexico. Jungmeyer was invited to speak by long time FPAA board member Sabrina Hallman of Sierra Seed.

On May 5 Gonzalo Avila, Lance Jungmeyer, and Allison Moore met with Congressman Tom O'Halleran in his Tucson office. Mr. O'Halleran is the only member of the Arizona delegation that serves on the House Agricultural Committee. He stated support and understanding of the issues we raised with him. Also on May 5 the FPAA met with Congressman Andy Biggs in his Mesa office. In attendance were Sabrina Hallman, Alejandro Canelos, and John Caldwell of Vision Produce based in Phoenix.

On May 8, John Caldwell and Lance Jungmeyer met with Congresswoman Kyrsten Sinema and her District Director, Michelle Davidson, in Phoenix. Congresswoman Sinema is very sympathetic to FPAA issues.

On May 10, Alejandro Canelos, Sabrina Hallman, John Caldwell, Lance Jungmeyer, and Allison Moore met with Congressman David Schweikert and his District Director Kevin Knight. Mr. Schweikert is the only member of the Arizona delegation that serves on the House Ways and Means Committee. The FPAA also met with Congressman Trent Franks in his Glendale offices.

On May 11, the Arizona District Export Council, in conjunction with the Yuma Center of Excellence for Desert Agriculture as part of the College of Agriculture and Life Sciences at the University of Arizona held an event in Tucson to discuss agricultural trade on the border. FPAA board member Jaime Chamberlain was there on a panel to discuss policy issues.

On May 19, the FPAA attended the annual Border Briefing in Phoenix, Arizona, hosted by the Greater Nogales/Santa Cruz County Port Authority and the Arizona Mexico Commission. This annual event is an important way to continue to educate Arizona staff for the federal delegation. The key topics included: Arizona-Mexico Corridor Study, Binational Coordination with Sonora on POE Projects, and Branding/Marketing of Arizona-Mexico, CBP re: Port Activities and Unified Cargo Processing, ADOT Safety Enforcement Initiatives, Border Infrastructure Projects in Nogales.

## JUNE

Several members and staff of the FPAA attended the Arizona Mexico Commission's 2017 Summit in Scottsdale, Arizona on June 1-2, 2017. This year, Jaime Chamberlain, FPAA board member and a member of the AMC, was the moderator for the Governors' panel. Jaime asked questions of both Arizona Governor Doug Ducey and Sonora Governor Claudia Pavlovich as they discussed initiatives to increase cross-border trade and economic growth.



William Brooks, who retired last year was honored at the Summit for his part in creating and implementing the Unified Cargo Processing Program. The FPAA thanks Mr. Brooks for his years of service to Customs and Border Protection and for using that time to improve trade.

## AUGUST

FPAA met with Senator John McCain's office. At the meeting, border issues such as Customs and Border Protection Staffing and the NAFTA renegotiations were discussed.

## OCTOBER

In October of 2017 representatives of the FPAA attended the first meeting of legislators from Arizona and Sonora since 1999. It was also the first time the two organizations had met to discuss economic development. Legislators were broken up into groups to discuss issues regarding trade, tourism, and education.

## January

FPAA worked with the Arizona Legislature to introduce a bill that would make it possible for the Arizona Department of Transportation to create agreements with cities and counties that would augment funding for certain key projects. This legislation was introduced to advance the full build-out of SR 189 using a portion of overweight funding that Nogales and Santa Cruz County receive each year from ADOT through the overweight permit program. It was signed into law this legislative session by Governor Ducey.

### Ongoing Projects

#### Unisource Rate Case

Throughout the year, the FPAA has continued to work with the Arizona Corporation Commission and Unisource to improve rates for produce companies in Santa Cruz County. Through many hours of work, analysis, and negotiation, the FPAA successfully reached an agreement that improved rates for members in the most recent rate case for Unisource. When finalized the agreement should result in \$250,000 in annual savings for produce companies.

#### Arizona Inspection Service Improvements

During the 2017 Sonora Grape Season, there were significant issues obtaining the mandatory quality inspections that are required by the U.S. Department of Agriculture and conducted by the Arizona Department of Agriculture as a contractor for USDA. The FPAA has a long history of working with the AZDA and USDA to ensure that the AZDA Inspection Service is carrying out the quality inspections following proper federal procedures. Through improved communication, increased staffing, an innovative pilot program on super-lot inspections, and inspector contracting, the 2018 season should see vastly improved inspection turnaround times. The close working relationship with ADA and USDA working on grape inspections also had a direct benefit when issues arose in February with procedures for citrus inspections. In a matter of days, the FPAA, USDA, and ADA were able to address the situation in a way that allowed for the continued shipment of oranges and grapefruit.

# Washington, DC, Advocacy

The FPAA and its members spend significant effort advocating for the fresh produce industry with federal legislators and government agency officials.

## APRIL 2017

The FPAA submitted comments to the Canadian Food Inspection Agency regarding food safety regulations as part of the continued efforts of the North American Produce Food Safety Working Group to draw up comparisons and contrasts in the food safety laws between the three NAFTA nations: Canada, the United States, and Mexico. Other organizations working with the FPAA on this are: the Canadian Produce Marketing Association, the Canadian Horticultural Council, the Produce Marketing Association, United Fresh Produce Association, and Western Growers Association.



FPAA member Chris Ciruli and President Lance Jungmeyer with Representative Martha McSally.

## JULY 2017

The FPAA attended trade hearings by the Senate Ways & Means, and Finance Committees.

## AUGUST 2017

The FPAA has been working closely with Arizona Senator Jeff Flake and his staff to address Customs and Border Protection hiring issues, which has been a major concern for the FPAA and its members. Senator Flake's office sent out a press release outlining a firm commitment to implement major policy changes with CBP's hiring concerns.

## DECEMBER 2017

Allison Moore of the FPAA attended the CBP Trade Symposium where the trade community gets an opportunity to discuss ways to enhance trade facilitation. Discussed at the event was CBP's Unified Cargo Processing Program, which was first implemented in Nogales by the Arizona DFO William Brooks. The program allows US and Mexican Customs to work together to jointly inspect and clear shipments crossing the border. Acting CBP Commissioner McAleenan spoke about the program, calling it one of CBP's most innovative trade initiatives. Allison Moore also got the opportunity to discuss CBP staffing issues with McAleenan and the then Acting Secretary of Homeland Security Elaine Duke.

## JANUARY 2018

Along with United Fresh and a few other produce associations, the FPAA is engaged in a support role with the FDA-affiliated Joint Institute for food Safety and Applied Nutrition (JIFSAN) Produce Industry Partnership. This is a collaborative effort to increase the reach of JIFSAN and its "train the trainer" program. JIFSAN operates under the umbrella of the University of Maryland. The FPAA supports FDA/JIFSAN where appropriate in expanding and promoting training opportunities in Mexico.

The FPAA, working with a coalition of produce industry associations, submitted comments to the Federal Motor Carrier Safety Administration (FMCSA) concerning hours of service, agriculture exemptions, and the Electronic Logging Devices (ELD). The FPAA and industry groups are seeking solutions that would help facilitate the movement of perishable agriculture commodities from the fields to US markets.

## FPAA's Annual DC Trip, September 2017

Every year the FPAA makes a trip to DC to strengthen our ties with the federal government and secure support for our members' interests on Capitol Hill. Given the state of international trade in the US, this year's annual trip, and the trips planned in the years to come, are even more vital than ever. The FPAA is at the forefront of this fight to ensure solid and secure trade between Mexico and the United States. Pictured left: FPAA meeting with Senator Flake in Washington, D.C.



- The FPAA met with Ray Starling, a North Carolina Okra farmer and advisor to the President's National Economic Council. FPAA discussed how Southeast growers failed to compete, and that a trade remedy would not address this fundamental shortcoming. Changing US trade law to cater to such a small group would only hurt consumers and lead to retaliatory measures from US trading partners.
- The FPAA also met with Victor Mroszka, chief negotiator on trade remedies for the USTR.
- During a meeting with the US FDA the FPAA discussed FSMA, FSVP and met with John Verbeten, head of Division of Import Operations.
- Finally, the FPAA met with USDA AMS where they discussed the need to ensure adequate ADA quality inspectors for USDA inspections for the upcoming season.



Left and Right: FPAA members on the Annual Trip to Washington, DC.

## APRIL 2018

The Fresh Produce Association of the Americas traveled to Washington, DC, with an Arizona business delegation led by Senator Jeff Flake.

In addition to FPAA President Lance Jungmeyer and Board Member Chris Ciruli, the delegation included: Former Congressman Jim Kolbe, Glenn Hamer of the Arizona Chamber of Commerce and Industry; FPAA Member Russ Jones of RL Jones and past chair of the Border Trade Alliance; Felipe Garcia of Visit Tucson, Chris Udall of the Agribusiness and Water Council of Arizona; and, Luis Ramirez of Ramirez Advisors. Here the group met with Mexican Ambassador to the United States Geronimo Guterrez.



# Mexico Advocacy

The FPAA and its members spend significant effort advocating for support of the fresh produce industry with federal legislators and government agency officials. Talking to elected leaders, meeting with different agencies that impact members' businesses and being involved in the legislative process helps member companies achieve continued success.

- The FPAA maintains and enhances our relations with Mexican agricultural organizations by participating in grower organizations events and meetings such as the AMHPAC annual meeting; AHIFORES Annual Meeting, MCS meetings, etc. Additionally, the members of the FPAA participate as speakers in conferences organized by both the Mexican government and the produce industry. The FPAA is often invited to participate in meetings with high ranking Mexican officials.
- The FPAA Foreign Affairs Director meets regularly with local Mexican authorities involved in the process of produce exports, including the Mexican Army to ensure inspections are performed quickly and efficiently. The FPAA Foreign Affairs Director has also developed an excellent relationship with the Mexican Consulates in Nogales, Tucson and Phoenix.
- The FPAA has positioned itself to be the primary association to turn to for advocating the needs of the US produce industry to the Mexican government, working as a liaison between the two.

## APRIL 2017

FPAA Foreign Affairs Director Georgina Felix and board member Jaime Chamberlain of Chamberlain Distr., along with Guillermo Valencia and Luis Ramirez of the Greater Nogales/Santa Cruz County Port Authority attended the first meeting between the Arizona-Mexico Commission and the Economic Development Council of the State of Sinaloa.

## JUNE 2017

FPAA'S Foreign Affairs Director Georgina Felix participated in a food safety panel during the Agrifood Forum of the Expo Carga 2017 in Mexico City. Also on the panel was Sylvia Lopez of SENASICA. The panel discussed the importance of Mexican legislation and commercial requirements for market access.

## August 2017

Foreign Affairs Director Georgina Felix attended AMPHAC's 10th annual conference in Nuevo Vallarta, Mexico along with 400 other attendees from all over the world. Past chairman and AMPHAC founder, Cesar Campana Acosta, who passed away in 2016, was honored at the event.

## MARCH 2018

The FPAA drafted a letter to SCT requesting an explanation of the toll increase given the poor conditions of the corridor. The FPAA also asked that transportation organizations keep their drivers at ease while they send their own respective letters to SCT.



Left: Martin Ley speaks at the annual convention of AHIFORES, a social responsibility organization in Mexico.



Karen Ogle, former Consul General of the U.S. Consulate in Hermosillo, hears about social responsibility during a tour of VidExport, a company that ships through FPAA Member firm Giumarra Cos.



FPAA is often asked to present at industry meetings. Ahead of NAFTA renegotiation, FPAA President Lance Jungmeyer (Center) was on a NAFTA panel with (from Left): Lloyd Harbert, Agricultural Counselor of the US Embassy; Jorge Narváez, Undersecretary of Agriculture for Mexico; Fred Gorrell, Vice Minister of Agriculture of Canada; and the panel was moderated by Raul Urteaga-Trani, General Coordinator for International Affairs at SAGARPA.

### **FPAA Annual Trip To Mexico City**

Board members and FPAA staff participated in the 8th annual Mexico Advocacy trip to Mexico City, where over the span of two days they met with several departments representing the relationship between Mexico, the United States, and the state of Arizona to discuss the interests of the members of the FPAA.

On August 22 and 23, FPAA board directors Alejandro Canelos, Leonardo Tarriba, Chairman Elect, Scott Vandervoet, and Foreign Affairs Director Georgina Felix traveled to Mexico City to meet with Mexican and U.S. Government officials for the 8th consecutive year, to advocate for FPAA members' interests in Mexico as well as to follow up on ongoing issues that affect FPAA members' businesses. During the trip, FPAA met with the Mexican Secretary of Communications and Transportation (SCT), The Food Safety Agency of the Agriculture Department (SENASICA), Mexican State Department (SRE), Secretary of Economy (SE), Mexican Customs (SAT), USDA Foreign Agricultural Service, The Arizona State Legislature, and FDA Mexico City Office.

#### **SRE Meeting**

FPAA met with Salvador Behar, Director General for North America and part of Mexico's NAFTA negotiating team, and Adrian Mercado, Director of Assessment and Tracking for North America. FPAA reiterated that it is a strong supporter of open trade and NAFTA; and that FPAA opposes the trade remedy for seasonal produce.

#### **USDA-FAS Meeting**

The meeting was hosted by Lashonda Mcleod, Senior Agricultural Attaché; Agricultural Attaches Mary Rose Parrish and Timothy Harrison, and Agricultural Specialist, Dulce Flores. FPAA raised the recent strike of ADA inspector performing 8e inspections in Nogales and requested to follow up on a request to have SENASICA inspectors perform these quality inspections at the border.

#### **Mexican Customs Meeting**

FPAA met with Gerardo Suarez Hasbach, Administrator of Customs Operations, and with Jorge Alvarez, Administrator of Foreign Affairs of Mexican Customs. FPAA learned that SAT has plans to upgrade the Nogales commercial port of entry, these plans include the implementation of technology for the PITA program.

#### **Meeting with SENASICA**

The SENASICA meeting was hosted by Silvia Rojas, Director of Food Safety, Organic Operation and Agricultural Chemicals, and Jesus Guzman San Martin, Deputy Director of the Food Safety/Health Care Contingency Programs. SENASICA provided a detailed update on the Papaya Outbreak.

# NAFTA Renegotiation Timeline



Pictured above: FPAA meets with Secretaries of Agriculture from the U.S. and Mexico, Sonny Perdue and Pepe Calzada in Merida, Mexico.

FPAA submits comments to USTR.

FPAA attends Senate Finance, House Ways & Means Committees trade hearings on NAFTA and files comments.

June 2017



FPAA meets with Mexico officials at the PMA Fresh Summit.

Fourth round of NAFTA renegotiations are held in Washington DC-FPAA attends.

FPAA attends NAFTA event hosted by Senator Flake.

August 2017

October 2017

May 2017

USTR announces intent to renegotiate NAFTA.

FPAA participates in trade dialogue with the NAFTA coalition, works with FMI to draft letter for grocers.



July 2017

USTR publishes objectives for NAFTA renegotiations, House Ways & Means trade subcommittee holds NAFTA hearing.

FPAA meets with Senator Flake's staff to discuss NAFTA.

FPAA submits comments on NAFTA objectives.

FPAA reaches out to USTR Ag negotiators on trade remedies and customs.

FPAA works with National Governors Association to issue statement on NAFTA.

September 2017

Second & Third rounds of NAFTA negotiations take place in Mexico City, Mexico and Ottawa, Canada- FPAA attends both rounds.



Pictured above: The FPAA hosts a NAFTA panel during the 49th Annual Nogales Produce Convention. On the panel are Ron Lemaire of CPMA, Martin Ley of Fresh Evolution, Veronica Nigh, Economic Analyst at U.S. Farm Bureau, Javier Badillo of Fresh International, and FPAA President Lance Jungmeyer.



FPAA participates in NAFTA Social Media Day Part 2.

FPAA works with the Produce Mom to release the results of a survey on how much Americans know about produce from Mexico.

NAFTA round 7 moves to Mexico City.

FPAA discusses NAFTA, and current trade issues at the 2018 Spring Policy Summit.



FPAA meets with USTR Robert Lighthizer in a meeting organized by Senator Jeff Flake. During the meeting business leaders from Arizona with interests in NAFTA had the opportunity to discuss their concerns about the NAFTA renegotiations. FPAA members, Chris Ciruli and Russ Jones joined FPAA President Lance Jungmeyer.

FPAA attends Technical, intercessional meetings in Washington, DC.

December 2017

February 2018

April 2018

November 2017

NAFTA renegotiations return to Mexico City for the fifth round- FPAA attends.

FPAA works with Texas Delegation on letter to USTR re: seasonal produce provision.

FPAA communicates with Farm Bureau regarding seasonal produce provision.

January 2018

Sixth round of negotiations is held in Montreal, Canada- FPAA attends.

FPAA participates in NAFTA Social Media Day.

FPAA discusses NAFTA and current trade issues at the 2018 Spring Policy Summit.

Pictured below: FPAA and Bosco de La Vega of Consejo Nacional Agropecuario advocated for free trade at NAFTA Round 7 in Mexico City.



March 2018



Pictured above: FPAA President Lance Jungmeyer caught up with Rep. Kevin Brady (R-TX, on the right) and Rep. David Schweikert (R-AZ) March 29 at the Phoenix offices of Squire, Patton and Boggs. FPAA explained how the seasonality provision in NAFTA would harm the economy and increase food and health care costs for Americans.

# Staff Letters

Dear FPAA Members,

The FPAA continues to stay on top of the ever-changing issues on behalf of our members. This year the FPAA staff has spent many hours traveling to and from NAFTA renegotiation rounds and meetings in between official rounds. There are several areas we see where improvements to the Agreement will greatly benefit our members, including better cooperation of food safety efforts in North America, streamlining border crossing procedures among the NAFTA Countries, and better ways to coordinate phytosanitary measures.

However, there are several poison pills proposed by the Administration that would devastate our industry and the fresh produce industry across North America, especially a seasonal, regional tariff proposal that would result in tit-for-tat trade disputes across industries and countries. The FPAA has worked hard to create a strong base of allies in the fight against this provision, and we will keep fighting this misguided proposal throughout the process.



In addition to NAFTA, the FPAA continues to work on a number of ongoing issues to help your trucks cross the border efficiently. We will continue to be the squeaky wheel when it comes to staffing our ports of entry. In fact, through our repeated visits to Washington and vocally raising concerns about the hiring process, U.S. Customs and Border Protection is revisiting their existing polygraph process and hiring methods to better align their methods with other federal law enforcement agencies. This should result in hiring a greater percentage of the qualified applicants at CBP. Additionally, every single CBP recruiter across the country is hiring specifically for Arizona ports of entry for the ongoing future to better address our staffing shortages.

This year has also seen some much-needed traction on the improvements to State Route 189/Mariposa Road. Through our continued work with ADOT, the State was awarded a \$25 million federal grant for the project, and the ADOT board is looking to allocate funding to cover the remaining shortfall for the full build-out. We are also working closely with ADOT to finalize the study on Ruby Road, Rio Rico Drive and the Frontage Roads so that we are addressing the much-needed improvements in that area as well.

We also continue to focus on ongoing implementing of the new Food Safety Modernization Act (FSMA). In addition to training programs to help members comply with FSMA regulations, the FPAA is also working closely with Domenic Veneziano, formerly of the FDA, to train members on how to prepare for and handle the many types of FDA inspections. Please keep an eye out for all training opportunities, and make sure to attend and to send the pertinent staff to these training sessions.

Our greatest strength as an association is the fact that we have fantastic members. I am honored to work for so many people who never hesitate to give advice and feedback about issues and opportunities, people who attend meetings to advocate for their companies and their neighbors' companies, and people who never hesitate to share their expertise. Please keep the phone calls coming! The best part of my job is hearing from all of you.

Regards,

A handwritten signature in black ink, appearing to read "Allison Moore".

Allison Moore  
Director of Legislative & Regulatory Affairs

Dear FPAA Members,

I would like to start this letter by thanking you for your trust in the FPAA. I am certainly proud of the work we do and the industry that we represent. Every year the FPAA works very hard to have your voice heard, and this year is no different. This year the FPAA has been very active in the NAFTA negotiations. Collectively we have participated in every single formal round. I have had the opportunity to participate in most of the rounds to monitor the development of the negotiations and make sure that your interests are represented. The changes in the views of trade, and the challenges that a renegotiation entailed have been a real learning experience. We have partnered with different industries in the three countries to achieve the common goal of "a better NAFTA" that is beneficial for our industry. Also, positioning the FPAA within multiple coalitions has brought real value by expanding the footprint and influence of the FPAA.



Furthermore, we have been working on studies that show the importance of our industry to North America, that show how consumers could be affected if there was a negative impact in our industry, and that show the economic impact that we make in the nation by providing counter-seasonal fruits and vegetables.

In addition to the new challenges presented this year, we have also continued working on ongoing projects and issues. We take pride in keeping our members informed of happenings at the border. We constantly monitor wait times, produce volume, and traffic through the main ports of entry.

We continue working closely with Mexican Customs and U.S. Customs and Border Protection to improve the daily crossings of your trucks through the border. According to Arizona Department of Transportation study, Nogales is one of the most efficient ports of entries in the entire Southwest border. Crossing times in Nogales are by far faster than those in Texas and other ports.

We facilitate meetings with the trucking industry, the U.S. and Arizona Departments of Transportation, Customs and Border Protection, and Department of Public Safety, to revise inspections at the border and address and communicate issues that might affect our industry. These meetings have helped streamline truck inspections and bring awareness of the discrepancies in the number of inspections in different ports of entry.

In addition to our local work, we also have an excellent relationship with the Mexican Government. Our annual trip to Mexico City with members continues to bring about great benefits for members. I enjoy crafting the best agenda when we go there to resolve our issues and create opportunities. It is great to have you as members at these meetings to share with those agencies that have the power to modify or implement programs that affect your business. Your suggestions and views on how things can work better are vital. Please let me know if you are interested in participating in these meetings. It is a great trip.

Finally, I want to let you know that I am glad to be able to do all these things for you. The FPAA is a great organization that always has your best interest as its priority, and I am proud to be part it.

Regards,

A handwritten signature in black ink that reads "Georgina Felix". The signature is fluid and cursive, with a period at the end.

Georgina Felix  
Foreign Affairs Director

# Educational Sessions and Events

*We are actively seeking ways to improve the well-being of our members' businesses. We want to make sure we provide high quality educational opportunities based on the needs and interests expressed by them. These seminars are designed to positively affect the everyday operations of our members as well as the industry as whole.*

**July 13, 2017**

## **PACA Seminar**

Davis Studer, Primary Investigator/Mediator with USDA-PACA covered these issues: PACA Reparation Complaint Process, Contracts-Growers Agent, good delivery, Tomato Suspension Agreement, Licensing, Trade Terms, Misbranding, PACA Trust, and Enforcement.

**August 3, 2017**

## **Today's Shifting Retail Environment Seminar with Professor Scott Hessell**

Scott Hessell, Director of the Terry J. Lundgren Center for Retailing at the University of Arizona's College of Agriculture and Life Sciences, highlighted the online and mobile shopping evolution and where it may be taking grocery retailing in the future.

**August 16-17, 2017**

## **Crisis Management Training with Amy Philpott**

Amy Philpott, a senior director at Watson Green LLC, specializes in crisis communication and reputation management for food and agriculture companies. At this seminar she helped members know how to handle the immediate stages of any crisis, learn what not to do in case of their or another company's crisis, know some basics to not make a situation worse.

**September 14, 2017**

## **Byron Thompson's Customer Service Seminar**

This was a one-day Customer Sales and Service Seminar by Byron Thompson, Author of "Build Your Dream: 12 Essentials of Successful Living" and "5000 Years of Wisdom: Finding Happiness in Retirement"- the goal of this seminar was to assist members in increasing their customer service and sales effectiveness.



**September 22, 2017**

## **Media Training**

Kathy Kerchner, a skilled media trainer, offered an exciting and informative seminar to help prepare individuals for talking to the media.

**October 4-5, 2017**

## **United Fresh FSMA Training**

United Fresh hosted a training session taught by FSPCA FSVP lead instructors. Members received an FSPCA certificate of training from IFSH, IFPTI, and AFDO.

**October 11, 2017**

## **Santa Cruz Center Career Expo at Nogales High School**

**December 4, 2017**

## **ELD Training**

The workshop covered these areas: the ELD Transition Phase, ELD Registration, responsibilities of the driver and motor carrier, ELD exemptions, and electronic data transfer.

**December 12-13, 2017**

## **FSMA Training**

This course was instructed by David Gombas, former Senior Vice President with United Fresh Produce Association and Kathy Gombas, a former Food Safety Senior Advisor with the U.S. Food and Drug Administration (FDA).



**January 8, 2018**

**FPAA Meeting on Trucking Industry Availability**

The FPAA met with local stakeholders and organizations to further study this topic and work together to come to a resolution.



**February 8, 2018**

**Quantifying Emission Reduction Benefits from Nogales Unified Cargo Processing Facility**

The North American Research Partnership (NARP) held a presentation and discussion of this new research project, which is sponsored by the North American Development Bank and the U.S. Environmental Protection Agency.



**March 15, 2018**

**FSMA Produce Safety Alliance Grower Training**

This training was taught in Spanish and taught attendees how to manage food safety programs.

**March 16, 2018**

**FSMA Produce Safety Alliance Grower Training (English)**

This course taught attendees who manage food safety programs and/or food safety professionals the requirements of the Produce Safety Rule.



**April 18, 2018**

**Arizona's Employment Laws Seminar with Abbe Goncharsky**

Lunchtime discussion with Attorney Abbe M. Goncharsky regarding Arizona's employment laws.

**April 24, 2018**

**New USDOT-FMCSA regulation on Electronic Logging Devices Seminar**

Transportation sector representatives Rene Ferraris of Ferraris Transportes & Esteban Ibarrola of Iborn SA de CV shared information regarding the ELD rule.



**April 25, 2018**

**ZIRA Food Safety Meeting**

Zira Food Safety provided updated information, identifying priorities, and actions with all activities related to food safety in our produce industry.

FOR INFORMATION ON UPCOMING SEMINARS AND EVENTS VISIT:

[WWW.FRESHFROMMEXICO.COM](http://WWW.FRESHFROMMEXICO.COM)



FRESH PRODUCE ASSOCIATION



@FRESHPRODUCEAA

# Infrastructure

A solid, continuously expanding infrastructure is vital to any industry sector. At the FPAA we are always working to strengthen and build on our existing infrastructure to further serve the interests of our members. Over the past year we've worked with organizations, and government bodies locally, on a state level, in Washington DC, and in Mexico City.

The FPAA has been working closely with ADOT to improve the Frontage Roads and interchanges at Ruby Road and Rio Rico Drive off Interstate 19, including working with the design team on the project.



A \$25 million TIGER grant has been secured for major reconstruction of SR-189. The project includes wider pavement, fly over ramps, and roundabouts.

The FPAA has been working with ADOT on a freight corridor study, drawing comparisons and contrasts between the Pacific Corridor and the Central Corridor. The purpose of the study is to investigate ways to promote efficiency and speed in the importation and distribution of fresh fruits and vegetables from West Mexico.



# Spring Policy Summit Feb. 20-21, 2018 Tubac, Arizona



Pictured above from top left: Domenic Veneziano; Divine Flavor Warehouse Tour; FPAA members Chris Ciruli and Guillermo Martinez; Bottom tom left: Syngenta Sponsors, FPAA President Lance Jungmeyer, CBP (A)DFO Ramirez; Martin Ley and Ramon Paz; North America Produce Food Safety Working Group.

## Informative, Relevant and Successful describes the FPAA's 2018 Spring Policy Summit

The Spring Policy Summit took place at the Tubac Golf Resort and Spa in Tubac, Arizona on Feb. 20-21, 2018. More than 100 attendees attended the summit including local business owners, government officials from the United States and Mexico, as well as experts in food safety and authorities from the U.S., Mexico, and Canada. The FPAA's Spring Policy Summit was by all accounts a huge success. Day two of the Summit consisted of some great speakers covering topics that hit right to the core of the industry. Among the speakers at the event were:

- Hugo Fragoso-SENASICA, Daniel Miller- Food Import Export & Systems Evaluation CFIA, and Stephen Hughes-FDA discussed comparisons and contrasts in food safety regulations between Canada, the United States, and Mexico.
- Ramon Paz-Avocados from Mexico spoke about the growing US Avocado market and what growers in Mexico do to keep up.
- Domenic Veneziano, who led an interactive session on what to do before, during, and after an FDA inspection.
- Britton Clarke and Jim Mullen of the Border Trade Alliance went over the Trump Administration's plans to build infrastructure and how that applies to trade with Mexico.
- Bryan Riley of the National Taxpayers Union discussed the dangers of restricting free trade.
- Gary Hufbauer of the Peterson Institute spoke about the Trump administration's trade policies regarding the North American Free Trade Agreement.

# 50th Annual Nogales Produce Convention

# 50<sup>th</sup>

## NOGALES PRODUCE CONVENTION & GOLF TOURNAMENT

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NOV 1-3, 2018  
TUBAC GOLF RESORT & SPA



We have a lot of history, and you have been a big part of it. This Fall, we mark the 50th Nogales Produce Convention and Golf Tournament. Join us celebrating this very special occasion by participating in this landmark event.

### THURSDAY - NOV 1

Educational Sessions  
Evening Opening Fiesta & Networking

### FRIDAY - NOV 2

1st Round of Golf  
Culinary Showcase  
Helicopter Rides  
Evening Gala and Pillars of the FPAА Award

### SATURDAY - NOV 3

2nd Round of Golf  
Golf Award Ceremony

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ASSOCIATION OF THE AMERICAS

# Membership

The FPAA welcomes membership applications from like-minded companies interested in continued access to produce from Mexico. Membership provides you with an abundance of resources and exclusive benefits. Our constituency is diverse, and includes companies collectively focused on continued fair access for fresh produce from Mexico.

The FPAA provides the tools you need to help make your business prosper and grow. Join the FPAA for:

- ◀ Relief in times of company crisis as well as in times of industry crisis
- ◀ Aid in addressing a particular issue with government agencies
- ◀ Support in meeting your business goals
- ◀ Updates about important industry legislation
- ◀ Custom press releases and media relations services for your business
- ◀ Access to member's only seminars and special events

## A United Voice

FPAA is the united voice for members when working toward the enhancement of member access to North America markets. We continually develop and nurture strong, healthy relationships with U.S. and Mexican government agencies to facilitate the development of laws and regulations related to food safety, trade, and agriculture.

## Commitment To Infrastructure

FPAA is committed to ensuring transportation infrastructure for its constituents that will support growth. We actively participate in lobbying efforts of The Greater Nogales and Santa Cruz County Port Authority to improve the port of entry and regional transportation infrastructure.

## Added Value

FPAA provides significant added value for its members:

Weekly  
e-newsletter

Trade Meetings

Unique members-only  
discounts on various  
services

Networking opportuni-  
ties with members and  
government represen-  
tatives

Member discounts on  
FPAA Convention,  
Conferences &  
Special Events

Educational Seminars

For more information, contact:  
Marlene Lopez  
mar@freshfrommexico.com  
Call 520-287-2707



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