

FRESH PRODUCE ASSOCIATION OF THE AMERICAS

ANNUAL REPORT 2021

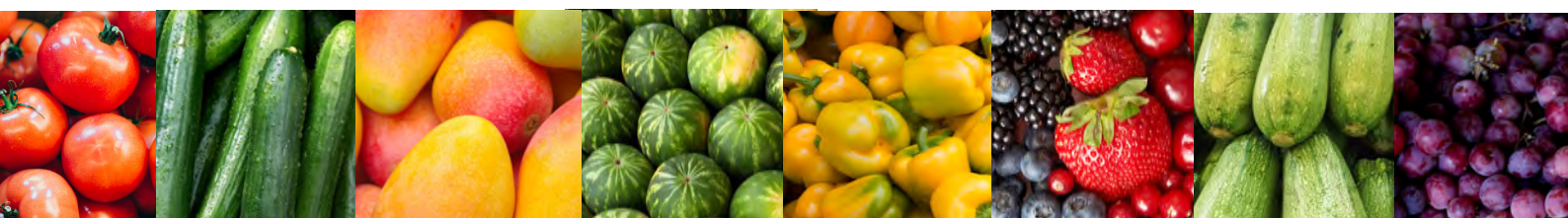


FreshProduce®
ASSOCIATION OF THE AMERICAS

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FPAA LEADERSHIP



**LEONARDO
TARRIBA**

CHAIRMAN
*Farmer's Best
International*



**ROD
SBRAGIA**

CHAIRMAN ELECT
Tricar Sales



**SCOTT
VANDERVOET**

PAST CHAIRMAN
*Vandervoet & Associates,
Inc.*



**BOBBY
ASTENGO**

BOARD MEMBER
Peppers Plus



**GONZALO
AVILA**

EXEC. COMMITTEE
Malena Produce, Inc.



**CHRIS
CIRULI**

BOARD MEMBER
Ciruli Brothers



**RAQUEL
ESPINOZA**

BOARD MEMBER
Produce House



**JORGE
GAMEZ**

BOARD MEMBER
Atlas International



**JUAN MANUEL
IBARRA**

EXEC. COMMITTEE
Marengo Foods



**DEMETRIO
KYRIAKIS**

BOARD MEMBER
*Nogales CHB
Association*



**MARTIN
LEY**

EXEC. COMMITTEE
Shipley Sales



**MATT
MANDEL**

EXEC. COMMITTEE
SunFed

FPAA LEADERSHIP - *Continued*



**JAMES
MARTIN**

BOARD MEMBER
Wilson Produce, LLC



**JOSE ANTONIO
MARTINEZ**

EXEC. COMMITTEE
Divine Flavor



**ERIC
MEYER**

BOARD MEMBER
Prime Time International



**JUAN PABLO
MOLINA**

BOARD MEMBER
Fresh Farms



**BERT
MONTEVERDE, JR.**

BOARD MEMBER
H.M. Distributors, Inc.



**JIMMY
MUNGUIA**

BOARD MEMBER
Del Campo Supreme



**JOHN
PANDOL**

BOARD MEMBER
Pandol Brothers, Inc.



**WALTER
RAM**

EXEC. COMMITTEE
Giumarra Companies



**MIKEE
SUAREZ**

BOARD MEMBER
*M.A.S Melons & Grapes
LLC*



**LESLEY
SYKES**

BOARD MEMBER
Sykes Co.



**CHUCK
THOMAS**

BOARD MEMBER
Thomas Produce Sales

Meet Our Team!



**LANCE
JUNGMEYER**
President



**ALLISON
MOORE**
Vice President



**GEORGINA
FELIX**
*Director of Operations &
Foreign Affairs*



**CONCHITA
SINGH**
*Accounting &
Human Resources*



**EMMIS
YUBETA**
*Director of Membership
& Events*



**ANDREA
ORTEGA**
*Communications
Coordinator*

PRESIDENT'S STATEMENT

Dear Members of the FPAA,

Vigilance.

It really comes down to that single word, when we think about what is required to drive forward the success of the Fresh Produce Association of the Americas.

Vigilance in supporting a strong Board of Directors.

Vigilance in giving companies the tools they need during difficult times like COVID.

Vigilance in defending the business of distributing imported produce from Mexico, against a backdrop of numerous USTR and ITC trade investigations.

And vigilance in keeping the border running smoothly, day in and day out, working with partners from CBP to USDA to SENASICA and so many more.

Vigilance is defined as "The action or state of keeping careful watch for possible danger or difficulties." In this environment, a state of vigilance is required by the FPAA Board of Directors, working along with FPAA's elected Leadership and Staff.

And so, it is with vigilance that we review the accomplishments of FPAA in the past year, and look forward to meeting the challenges of today and tomorrow.

The accomplishments are many:

- FPAA participated in USTR's Seasonal Produce Hearings, assembling a team of witnesses to defend the interests of distributors
- Tracking the development of trade cases, FPAA supplied testimony and formal comments for ITC investigations regarding blueberries, raspberries, bell peppers, cucumbers, squash and strawberries. The items under investigation account for almost half of what FPAA members import, by volume. For each produce item, FPAA worked with an internal team of members and experts to develop comments that explain why Mexican imported produce is succeeding in the marketplace namely due to superior growing and packing processes, and an emphasis on varieties that appeal to consumers.
- FPAA has deepened our relationship and commitment with the University of Arizona, resulting in a ground-breaking StoryMap explanation of how tomato markets reacted after the COVID March 2020 lockdown. We are working on even more, including a deeper economic impact study about the industry.
- Working with state and local partners, FPAA helped drive a successful push toward vaccination and testing for COVID, with Santa Cruz County among the early leaders in putting jabs in Arizona arms. This kind of vigilance is helping keep the community safe and prosperous.

The above are just a few examples of how FPAA rises to meet the challenges that are ahead of you. We will need your help to rise to the next set of challenges, this much is clear.

We hope the 2020-21 FPAA Annual Report serves as a reminder of how the FPAA strives to help your business push forward. Vigilance counts.

Sincerely,



LANCE JUNGMEYER

President





THE WORD FROM THE CHAIRMAN

Dear FPAAC Team,

I proudly call you the FPAAC Team, because that is what we are -one team united toward a common goal of defending and promoting the business of distributors.

All in all, it is an honor and a responsibility to serve as the Chairman of the Fresh Produce Association of the Americas. Indeed, it is an honor that comes with a purpose.

In the past year, the challenges for the FPAAC Team have required focus, resiliency and a commitment to stay the course. On top of that, COVID has created many challenges for our businesses and our community, and together the FPAAC Team – all of us –have pulled through. Regardless of these challenges, we are still strong and growing our efforts and attention in DC, Phoenix and any place we feel there is an opportunity or a necessity.

Speaking of opportunity, the difficult circumstances of the last year have brought us the technology to have more meetings with Zoom. Because of this, I have been able to meet with many of you in the past year more frequently. I see you in your offices in Nogales, Los Angeles, Dallas or wherever your laptop has you in the moment. Now, we are back to meeting in person or hybrid mode as safety allows.

Adapting to this new normal has been a challenge, but we are finding strength because we are connecting with one another as peers in the association. We are finding focus because we are addressing our issues faster. We are building resiliency because we continue to come together as a team, the FPAAC Team.

I have always been and will be proud of what we are building together. I call on you to get more active in the FPAAC. We need your help bringing more companies and participation to our cause, our Board and our committees.

We want you to know that we are together, the FPAAC Team. Thank you for joining us as we keep and build our common future.

Sincerely,

LEONARDO TARRIBA
CHAIRMAN



Industry Partners





Legal and Professional Team

IN ORDER TO PROPERLY SERVE OUR MEMBERS AND ADVOCATE FOR THEIR INTERESTS, THE FPAA OFTEN UTILIZES TEAMS OF EXPERIENCED LEGAL AND ADVOCACY PROFESSIONALS. WE HAVE STRONG RELATIONSHIPS WITH OUR ADVOCACY AND LEGAL TEAMS, ENSURING EFFECTIVE, EFFICIENCY, AND STRONG REPRESENTATION FOR OUR MEMBERS.

VERIDUS



JEFF SANDQUIST



JEREMY GERLACH



JASON BARRAZA

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.

BC CONSULTING

BC Consulting is a bipartisan, full-service government affairs and strategic consulting firm located in Washington, D.C. BC Consulting represents clients before the federal government, specializing in transportation, cross-border trade, agriculture and tax issues. BC Consulting is results-oriented with proven success in strategically positioning public policy initiatives on Capitol Hill and federal agencies.



BRITTON MULLEN

Legal and Professional Team

CONTINUED

COOGAN AND MARTIN P.C.



ROBERT "KIP" C. MARTIN



DANIEL J. COOGAN

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").

HARRIS BRICKEN

Adams brings a wealth of knowledge to Harris Bricken's international trade practice. He is adept at quickly evaluating strategic options and developing the best comprehensive legal approach in light of relevant policy and case law. Adams supports the FPAA and its members by providing an insightful and knowledgeable perspective on complex issues.



ADAMS LEE



ARIZONA ADVOCACY

The Fresh Produce Association of the Americas, with its headquarters in Arizona, has long paid special attention to affairs in the state. FPAA works with Phoenix-based Advocacy firm Veridus, providing a forum for FPAA Distributors to testify during relevant Legislative hearings. The following report from Veridus highlights developments.

To fully understand one of the longest (and strangest) legislative sessions in Arizona state history, we must first discuss a few different but intertwined events: the 2020 election, the ensuing audit of Maricopa County votes, the continued effect of the COVID-19 pandemic, a historic state budget and tax reform package from Governor Ducey.

2020 Election & Audit

In Arizona, over 3.3 million votes were counted. Nearly 80% of registered voters in Arizona cast their ballot in 2020, more than any election in the last two decades according to the Secretary of State.

Republicans maintained a slight majority (16-14) in the Arizona Senate, losing only one seat to Democratic challengers. Incumbent Senator Kate Brophy McGee (R) lost her seat to Democratic challenger Christine Marsh. With Sen. Brophy McGee's loss and Sen. Heather Carter's loss in the primary, the Senate was expected to have a much more conservative Republican majority than in 2018-2020. Conservative House members Nancy Barto, Kelly Townsend and freshman legislator Wendy Rogers tilted the political perspective of the Senate further right. Republican Members reelected Senate President Karen Fann to lead the chamber, Sen. Rick Gray as Majority Leader, and Sen. Sonny Borrelli as Majority Whip. Sen. Vince Leach was appointed as Pres. Fann's President Pro Tempore. Senate Democrats elected Sen. Rebecca Rios as Minority Leader, Sen. Lupe Contreras as Assistant Minority Leader and Senators Martin Quezada and Victoria Steele as co-Minority Whips.

Republicans maintained a razor slim majority (31-29) in the Arizona House as well, losing one seat in LD 20 (Peoria/Glendale) and gaining one seat in LD 4 (South Yuma down to Tucson). Democrats had projected significant wins in the State House and had attracted enormous amounts of outside spending targeting races in LD 17, LD 8, LD 20, and LD 21. House Republicans reelected Rusty Bowers as Speaker of the House. Rep. Ben Toma was elected as Majority Leader and Rep. Leo Biasiucci was elected as Majority Whip. Rep. Travis Grantham was appointed as Speaker Pro Tempore. House Democrats elected Reginald Bolding as Minority Leader, Jennifer Longdon as Assistant Minority Leader, and Domingo DeGrazia as Minority Whip.

Nearly six months after President Joe Biden won Arizona by approximately 10,500 votes, Republican State Senators called for an election audit in Maricopa County. The audit began in April 2021 and the Cyber Ninjas (Florida based contracted auditor) were set to hand count over two million ballots cast in the county. Republicans in the legislature sparred with county officials and Democrats over the security of the state's election system. There were a litany of lawsuits; claims about fraudulent ballots, bamboo paper imported from foreign countries, and water marks; not to mention legislative subpoenas for records and voting equipment. Arizona's election audit made national news time and time again. The exercise only caused further divide between Republicans and Democrats and oftentimes within Arizona's Republican Party.

ARIZONA ADVOCACY

CONTINUED

Idealistic members on both sides of the aisle scuffled with one another over an issue they found paramount to their base and those in the middle were stuck without much of a life line – join the fight or be labeled a RINO (“Republican in Name Only”). Now, in August 2021, and well past the projected completion date, the audit is roaring along with further subpoenas from Senate Republicans on the horizon.

COVID-19 Protocols

The session began in early January amid Arizona’s worst wave of the pandemic, and COVID-19 restrictions necessitated a mostly-remote session. Governor Doug Ducey’s State of the State address was conducted via video, and legislative hearings were frequently held via Zoom or with limited in-person public participation. This meant few opportunities for legislators, constituents, lobbyists, and stakeholders to convene and discuss the record number of bills that were introduced this session. One of the most important things during the legislative session is being able to meet with your elected officials, have your voice heard, and explain your ideas, concerns, or perspective – this session afforded limited opportunities to have that interaction. The remote nature of the session further divided already fractured caucuses split over the aforementioned audit and disputes over how to legislate during a pandemic.

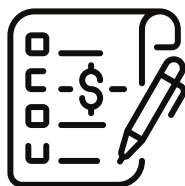
Arizona State Budget & Historic Tax Reformation

The 1st Regular Session of the 55th Arizona Legislature adjourned Sine Die on Wednesday, June 30th, clocking in at 171 days. A record 1,774 bills (plus 125 memorials and resolutions) were introduced, with 473 measures receiving final passage. The general effective date for new laws is September 29th.

The top priority of every legislative session is the passage of a state budget, and lawmakers got it done just under the wire.

After weeks of contentious, stop-and-go budget negotiations, Republicans narrowly passed on a party-line vote a \$12.8 billion spending plan for fiscal 2022. Included in the plan is a historic package of tax cuts that will reduce income taxes for every Arizona family and cap at 4.5% the rate paid by high earners (individuals earning over \$250,000, or \$500,000 for joint filers). Democrats objected to the tax reductions, the bulk of which will benefit wealthier Arizonans and sole proprietorships, and a coalition of liberal and education-related groups are reportedly preparing a voter referendum on the issue.

In addition to the tax cut, believed to be the largest in Arizona history, the budget package pays down a significant amount of state debt and invests heavily in K-12 and higher education, public safety, transportation and more.



The Administration’s other statewide policy highlights include:

- **Sports Betting** – In what many view as a legacy accomplishment of the Ducey Administration, this session Arizona became the latest state to legalize gambling on sporting events and online fantasy sports betting. Approval of HB 2772 (fantasy sports betting; event wagering) led to the signing of an amended tribal-state gaming compact that will modernize gaming in Arizona and provide additional revenues for the state and tribal nations. The move marked the culmination of a multi-year effort, and represents perhaps the most significant advancements to gaming in Arizona history.

ARIZONA ADVOCACY

CONTINUED

- **Election Reform** – Not surprisingly, the issue of election integrity was a focal point of the 2021 legislative session. Among the several efforts to reform Arizona’s election system was SB 1485, legislation that, among other things, will remove a voter from Arizona’s Permanent Early Voting List (PEVL) if the individual fails to vote in primary and general elections for two consecutive cycles. The bill drew significant criticism from Democrats and voting rights groups, who argue the measure is meant to make it harder to participate in the democratic process. Proponents – including Gov. Ducey, who signed the legislation in May – see the measure as a modest step toward ensuring accuracy of the voting list and trust in the election process.
- **COVID-19 Liability Protection** – The session also saw the passage of SB 1377 (civil liability; public health pandemic), a priority for Arizona’s business community, and supported by FPAA. The bill established civil liability standards aimed at protecting businesses, schools and health care providers against frivolous lawsuits in the wake of COVID-19. The measure, approved along party lines, raises the bar for winning a pandemic-related lawsuit by requiring plaintiffs to prove “gross negligence” or “willful misconduct” by clear and convincing evidence.

FPAA’s 2021 policy highlights:

- **Defeating HB 2447** (ADOT; ports of entry; reporting), a measure sponsored by Rep. John Fillmore (R-Apache Junction). The legislation stipulated that the Director of the ADOT is no longer authorized to designate regular peace officers with like authority of other peace officers of the state or municipalities. The ADOT Director and designated ADOT officers, agents and employees are permitted to exercise the power of specialty peace officers, with power to enforce motor vehicle laws and rules, within five miles of a port of entry that is controlled by Arizona and within one mile of a port of entry that is on the border between Arizona and Mexico, instead of throughout Arizona. By November 1, 2021, ADOT is required to report to the Joint Legislative Budget Committee a list of specified information relating to law enforcement activities within ADOT. The purpose of the report is to allow the Department of Public Safety (DPS) to evaluate a transition of law enforcement activities from ADOT to DPS
- **Passage of SB 1378** (office of Sonora; continuation), which extended the statutory life of the Office of Sonora by 8 years to July 1, 2029.



Looking ahead to 2022, water, election integrity, energy, and trade are expected to continue to be extremely important issues. There will likely be a significant amount of turnover at the Arizona State Capitol with legislators presumably resigning to concentrate on campaigning for higher office. There could be as many as several dozen new faces at the legislature after the midterm elections and Veridus will have a full breakdown with key insights as we get closer to candidate filing deadlines and other election-related milestones.



WASHINGTON DC ADVOCACY

The FPAA and its members spent a busy year working on Federal issues that impact your businesses. Even in a pandemic, there was still a lot to do on the advocacy front. The FPAA spent significant time in virtual meetings and testifying at virtual hearings to advocate for your businesses with officials in Washington, DC. We signed on to coalition letters, and we coordinated Congressional letters supporting FPAA member interests with various agencies. Some of the key issues we have been working on are:

- We have been deeply involved in meetings and hearings with the U.S. International Trade Commission to provide them with accurate information as they carry out various studies and investigations instigated mainly by regional U.S. producers mainly in the Southeast. This has impacted cucumbers, squash, bell peppers, strawberries, blueberries, and raspberries.
- We continue to strengthen a coalition of agriculture groups to fight against changes to trade law that would give seasonal, regional producers a faster, simpler way to bring unwarranted dumping cases against imported produce.
- We continue to push back on the Department of Commerce and Florida producers that want to inflict harm on our members importing fresh tomatoes from Mexico by changing industry norms and affecting the negotiated reference price.
- We continue to drive transportation initiatives that will help area infrastructure.
- We work closely with the U.S. Department of Agriculture (USDA) on the implementation of tomato quality inspections and improvements to the inspection service for table grapes.

All of these activities involve building strong working relationships with Members of Congress, government officials, and allied organizations throughout North America.

U.S. Department of Agriculture

If you import grapes, avocados, onions, and several other commodities, you are familiar with the mandatory quality inspections under the USDA 8(e) inspections requirements. This year, in addition to open field tomatoes, almost all other tomatoes are also subject to mandatory quality inspections under the Tomato Suspension Agreement. This significant increase in the volume of mandatory quality inspections because of the TSA means it was more important than ever to ensure that licensed inspectors in Arizona, California, and Texas were going to be hired in adequate numbers and properly trained to meet this challenge.

The FPAA was in constant communication directly with USDA officials on any issues, questions, and irregularities our members were reporting on the inspection process. Additionally, our close working relationship with USDA resulted in the creation of a full-time federal program manager in Nogales, Arizona, charged with overseeing the Arizona Department of Agriculture as they conduct inspections on behalf of the USDA.

The FPAA has also been a regular participant in joint USDA/industry meetings to discuss new enforcement procedures proposed by USDA's National Organics Program. Initially, the NOP proposed having organic certificates accompanying each and every shipment of organic items entering the U.S. The FPAA has long argued that there are more effective and efficient ways to improve organic enforcement, and the association continues to work with USDA and other industry groups on a more workable solution.

WASHINGTON DC ADVOCACY

CONTINUED

Transportation

Each year the FPAA works to identify opportunities to bring greater resources to Southern Arizona to complete key transportation projects. Our advocacy resulted in the Arizona successfully receiving \$25 million in the form of a BUILD Grant from the U.S. Department of Transportation, meaning that a complete overhaul of SR 189 (Mariposa Road) started in the summer of 2020 and will be completed in the fall of 2021. We also worked with Transportation officials to create temporary, emergency hours of service rules during the height of the pandemic. With Congress finalizing a massive Infrastructure Bill this summer and into the fall, the FPAA is working closely with our Federal Delegation to identify resources to improve our roads, bridges, and ports of entry.



Seasonality

Despite the new U.S. Mexico Canada Agreement (USMCA), some domestic produce growers want to undermine trade and create protectionist measures designed to harm U.S. importers of fresh produce. Growers in the Southeast, grape growers in Coachella, and others are attempting to undermine U.S. importers and give themselves unfair market advantages that will also impact consumers by restricting high quality produce and driving up prices.

The FPAA works hard with a broad coalition of agriculture groups to ensure that trade laws are not changed to include a seasonality provision. This type of proposal was rejected by Mexico and Canada during USMCA negotiations, and a seasonality provision also goes against WTO rules. While many agriculture groups agree that a seasonality provision would open the door to tit-for-tat trade disputes across North America, undermining the USMCA, and driving up consumer prices, some regional domestic producer groups continue to push the U.S. Government to implement these types of changes to trade law. The fight to stop adoption of a seasonality provision under U.S. law continues, and the FPAA will be there to advocate for members by strongly opposing such a change.

Tomato Suspension Agreement

The 2019 Tomato Suspension Agreement has been in effect for two years now, and that has not stopped the Florida Tomato Exchange from continuing to find ways to alter the agreement in ways that would give Florida producers that also import tomatoes unfair trade advantages. The FTE has put forward an absurd interpretation of the TSA that goes against industry norms on "Shipping Point Prices" and the costs included in an FOB shipping point sale. This push by the FTE would raise the reference price and would result in different reference prices for each individual transaction, resulting in an administrative nightmare for Commerce and the industry.



The FPAA has submitted several detailed arguments on the record in response to FTE's unjustified attempts to change the TSA. We have also worked to coordinate other industry partners in challenging this push by the FTE, including coordinating a Delegation letter with Members of Congress from Arizona, Texas, and Washington to name a few. The Department of Commerce has issued a preliminary ruling in this debate.

U.S. International Trade Commission Investigations

U.S. International Trade Commission Investigations

During the end of the Trump Administration, the U.S. International Trade Commission (USITC) started a series of investigations and studies on several key fresh produce commodities. If you import fresh cucumbers, squash, bell peppers, strawberries, blueberries, and raspberries, your items were or are still under ongoing scrutiny by the USITC.

The FPAA works closely with our trade attorney, Adams Lee from Harris Bricken, to develop the most appropriate, accurate responses to these investigations. We have had several members testify at USITC hearings on these proceedings, and the FPAA along with Adams, have spent countless hours talking with members to analyze key market factors, data, and supply chain information in crafting testimony and written responses to the USITC.

If you include tomatoes which are covered under the 2019 Suspension Agreement, produce items under sanction or investigation by the US. represent 42% of the value of Mexico's produce exports to the US. (See chart below)

2019 Value (thousand dollars)

Tomatoes	\$1,958,173.00
Cucumbers	\$556,215.00
Bell Peppers	\$924,234.00
Squash	\$371,869.00
Strawberries	\$842,404.00
Raspberries	\$912,187.00
Total Sanctioned or Investigated	\$5,567,101.00
Total Produce Imported from Mexico	\$13,220,800.00

Percentage of Investigated Produce 42%

Source: USDA-FAS

Section 201 Investigation on Blueberries:

In September of 2020, the U.S. Trade Representative asked the USITC to investigate fresh, chilled, or frozen blueberries to determine if they harmed domestic blueberry production. The FPAA joined with other allies under the Blueberry Coalition for Progress and Health to fight back with accurate data and analysis of the blueberry industry.

Thankfully, on February 11, 2021, the USITC announced a unanimous decision stating that "fresh, chilled, or frozen blueberries are not being imported into the United States in such increased quantities as to be a substantial cause of serious injury, or threat thereof, to the domestic industry producing an article like or directly competitive with the imported article."

A unanimous decision and one that favors U.S. imports is statistically almost unheard of with the USITC. However, this blueberry decision shows that with factual information on the state of the market, the false rhetoric from regional domestic groups will not prevail. This is the first of the USITC investigations to be completed, and the fact that it was a favorable decision for FPAA members and other U.S. importers will hopefully help prevent future unfounded investigations.



U.S. International Trade Commission Investigations

CONTINUED

Section 332 Monitoring Investigation on Bell Peppers and Strawberries

On October 6, 2020, Florida Fruit and Vegetable Association, Florida Strawberry Growers Association, and Florida Farm Bureau sent letters to USTR requesting monitoring of imports of strawberries and bell peppers. On November 3, the USTR send the formal request to the USITC to initiate Section 332 Monitoring Investigation. While the initial action from the USITC is to monitor and compile information on these two commodities, these requests are also the first step in a process by which the domestic industry could seek early imposition of “provisional” safeguard relief on imports of these products, including additional tariffs, quotas, or a combination of both such as a tariff rate quota.

The FPAA has submitted extensive comments on the record in the bell pepper investigation and has been in close communication with growers’ associations in Mexico and Canada about this issue. We also worked closely with the Strawberry Coalition on a response to the USITC as well as submitting comment to the USITC.

To further support the data on the unique niche that imported bell peppers play in the U.S. market, the FPAA is also working with the University of Arizona on a study looking at the bell pepper market. We continue to meet regularly with members to prepare for any possible future hearings with the USITC on bell peppers as well.



Section 332 Investigation on Cucumbers and Squash

On December 4, the USTR requested that two additional commodities be investigated by the USITC, cucumbers and squash. At the urging of the two Georgia Senators, the USTR asked that the USITC prepare reports on, Cucumbers: Effect of Imports on U.S. Seasonal Markets with a Focus on the U.S. Southeast, and Squash: Effect of imports on U.S. Seasonal Markets with a Focus on the U.S. Southeast. The USITC scheduled a public hearing for these two items on April 8, 2021, and the FPAA was already in high gear to prepare extensive comments for both commodities while also working with several members to develop detailed testimony for the hearing. The FPAA along with Adams outlined strong arguments to provide the USITC before and during the hearing. The FPAA is also involved in providing detailed, accurate information for follow-up questions the USITC has about both commodities.



Section 332 Investigation on Raspberries for Processing

On April 9, 2020, the USTR sent a letter to the USITC requesting a study on, “Raspberries for Processing: Conditions of Competition between U.S. and Foreign Suppliers, with a Focus on Washington State.” The FPAA testified at the USITC hearing for raspberries countering arguments from Washington that fresh raspberries represented any harm for processes raspberries from the Northwest. The USITC issued their report on June 2021. The report outlined several ways that Mexico has competitive advantages in the marketplace while also, importantly, discussing the differentiation of Mexican grown raspberries that are destined mostly for the fresh market, unlike the Washington raspberries which are destined for processing specifically. There have been no additional steps from the domestic industry in Washington following publication of the USITC report.



U.S. International Trade Commission Investigations

CONTINUED

FPAAs Testifies at USITC Hearing on Benefits of Trade Agreements

On October 6, Lance Jungmeyer of the FPAAs was part of a Hearing at the US International Trade Commission. The hearing focused on the Economic Impact of Trade Agreements Implemented Under Trade Authorities Procedures. FPAAs provided testimony in support of the economic impact from NAFTA and USMCA. The FPAAs provided additional, supplemental information to the USITC as a follow up to several questions and points discussed during the hearing.

The FPAAs continues to prepare and monitor the Section 332 Investigations for bell peppers, strawberries, cucumbers, and squash. We are hopeful that with the positive outcome for blueberries and the publication of the raspberry report, that this will stop future unwarranted petitions from regional producer groups against other items. However, it is clear that they will not stop their attempts to hamper U.S. importers by misusing trade law, pushing for changes in legislation making it easier to bring trade cases, and other methods.

These are just a few of the key issues we continue to work on for you. Staff works hand-in-hand with the FPAAs's Washington, DC lobbyist, Britton Clarke, who continues to move the needle on our key initiatives. Britton is a smart and passionate advocate that brings a lot of experience to the FPAAs team.

THE FPAAs MAIL BAG WORKING FOR YOU

The FPAAs is involved in a lot of important letters throughout the course of the year. Whether they are letters we send ourselves, letters we sign on to with a coalition of other industry groups, or letters we coordinate from Member of Congress to key government agencies, letters are an important part of our advocacy efforts. Not only do letters convey important information or support for a person or position, the act of coordinating a letter or signing onto a coalition letter also helps the FPAAs maintain regular contact with key allied groups, elected officials, and others. While we are advocating on your behalf with meetings and phone call, we are also getting the FPAAs position out there through our letters and the letters we help coordinate. Following are some key letters from the FPAAs mail bag.

In August of 2020, both Arizona Senators and 7 Representatives in the House signed on to a letter to the U.S. Trade Representative opposing any changes to U.S. trade law that would allow for seasonal, regional perishable trade disputes. The letter states, "Such a provision would run counter to consumer preferences, undermine the spirit and benefits of free trade, risk reciprocal or retaliatory actions from our trade partners, and harm U.S. industries in order to artificially support a small segment of regional growers' interests. We encourage the Administration to consider these positions during the upcoming August hearings."

In August, more than 30 associations, companies, and communities signed on to a coalition letter led by the FPAAs and the Border Trade Alliance urging the Administration to ensure the continued duty- and tariff-free importation of fresh produce. The letter says, in part, "Calls from regional producers in the Southeast to adopt seasonal, regional trade remedies and import tariffs will completely undermine the advances gained through the USMCA. By creating a patchwork of duties, import restrictions, and unfair protections, these Southeast entities would have the entire bulk of agriculture in North America pay the price for their unwillingness to compete to meet consumer demands in the marketplace."

THE FPAA MAIL BAG WORKING FOR YOU

Continued

On September 18, 2020, the FPAA and a coalition of associations wrote to House and Senate appropriators urging support for adequate funding for CBP Agriculture Quarantine Inspection (AQI).

These CBP personnel are ordinarily funded by AQI user fees, collected by the U.S. Department of Agriculture's Animal and Plant Health Inspection Service (APHIS) and transferred to CBP to cover salaries and expenses of the inspectors. "We urge Congress to ensure that the essential work of CBP agriculture inspectors continues uninterrupted. We depend on AQI to ensure that America's agriculture sector remains safe from foreign animal and plant pests and diseases," the letter says. Additionally, 64 Members of Congress sent a letter to House and Senate leadership urging funding for the AQI inspection function.

On September 20, 2020, the FPAA was part of a coalition of 62 leading U.S. agriculture stakeholders urging Congress to vote against any resolution that would end United States membership in the World Trade Organization (WTO).

On December 3, 2020, a coalition of House Republicans and Democrats led by Rep. Ann Kirkpatrick (D-Ariz.) sent a letter to House and Senate leadership emphasizing the need to include \$2.8 billion for land ports of entry (LPOE) modernization in the FY2021 appropriations funding bill. "While we are aware of budget limitations, we believe that modernizing LPOEs should be a top priority," the representatives wrote in their letter. "With modernized LPOEs, we will increase economic activity and development while enhancing border and national security. As such, we respectfully request that you work to include the House-passed language for LPOEs and support funding of \$2.8 billion for this activity in the FY 2021 omnibus appropriations bill."

On January 11, 2021, a letter from 18 bipartisan and bicameral Members of Congress was sent to the USTR raising significant concerns with the Trump Administration's Section 201 investigation on imported blueberries and Section 332 investigations of imported strawberries, bell peppers, squash, and cucumbers. The letter says, in part, "We write to underscore the importance of cross-border trade to the U.S. economy as the Section 201 global safeguard investigation on imported blueberries continues, as do the Section 332 investigations of imported strawberries, bell peppers, squash, and cucumbers, which could trigger expedited 201 cases. We respectfully urge you to consider the interests of American consumers, workers, and agricultural exporters when making any determinations." The FPAA and BTA coordinated closely with Arizona Sen. Kyrsten Sinema (D), Kansas Sen. Jerry Moran (R) and Representatives David Schweikert (R-AZ) and Henry Cuellar (D-TX) to obtain signatories to the letter.

On January 26, 2021, the FPAA joined the Food & Agriculture Associations letter addressed to the U.S. Senate Committee on Agriculture, Nutrition, & Forestry and the U.S. Senate Committee on Finance supporting Secretary of Agriculture nominee, Thomas Vilsack and U.S. Trade Representative nominee, Katherine Tai.

On February 11, 2021, the FPAA joined a coalition of agriculture groups supporting the nomination of Jewel Bronaugh, PhD to serve as Deputy Secretary of Agriculture.

On February 11, 2021, Arizona Senators Sinema and Kelly wrote to President Biden urging him to prioritize land ports of entry in future funding. The letter states, "In Arizona, more than 8.5 million passed through a port of entry in 2019 and, despite border crossing restrictions, 423,000 commercial trucks passing through Arizona's ports of entry in 2020, up from 416,000 in 2019. Census Bureau estimates indicate that \$29 billion worth of goods and services crossed through one of Arizona's ports of entry in 2019, and that cross-border trade is critical to the national economy and can help us recover from the COVID-19 economic downturn. Ports of entry also play a critical role in protecting our communities and securing our border. Most seizures of illicit drugs at our border occur at ports of entry, and updated ports are better prepared to combat the flow of illegal goods and drugs."

THE FPAA MAIL BAG WORKING FOR YOU

Continued

On May 4, 2021, the FPAA and a coalition of almost 30 organizations joined together to request additional funding for CBP officers due to budget shortfalls from reduced user fee revenues during the COVID-19 pandemic.

On May 14, 2021, the FPAA, alongside multiple agricultural groups, signed onto a letter addressed to President Biden urging expeditious selection of the next Chief Agriculture Negotiator. The letter was also sent to the office of Honorable Tom Vilsack, Secretary of Agriculture and Ambassador Katherine Tai, U.S. Trade Representative.

In May 2021, the FPAA, working through the Greater Nogales Santa Cruz County Port Authority sent a letter asking President Biden to lift the US-Mexico border travel restrictions which are hurting border communities' ability to recover from the economic impact of the COVID-19 pandemic. "As a border community, Nogales is an essential gateway for trade and tourism for Arizona and for the United States. In 2020, more than 5 million people, 2 million cars and 352,000 trucks crossed at Nogales, representing more than \$26 billion of US-Mexico trade. Yet, since the application of the border crossing restrictions that permit only essential travel, our cross-border traffic has decreased by 51.3% - a devastating figure." states the letter.

In May 2021, the FPAA joined with other North American produce groups to raise the serious issue of a shortage of pallets and how that will impact businesses and consumers and put the supply of fresh produce at risk.

On June 23, 2021, the FPAA submitted a letter of support for Tucson Police Chief Chris Magnus's nomination for CBP Commissioner to the Senate Finance Committee staff in advance of his hearing, and the FPAA raised the importance of trade and travel facilitation in that support letter as well. The letter was also sent to the two AZ Senators.

On June 30, 2021, Arizona Senator Kyrsten Sinema sent a letter to the USTR opposing seasonality proposals that would alter U.S. trade law. The letter stated, "We are concerned that your office is being pressured to seek trade remedies related to seasonal fresh produce in ways that were already presented and rejected during USMCA negotiations. We note the May 5, 2021, letter from our colleagues mostly focused in the Southeast asking your office to implement "possible new trade tools and policies."

We urge USTR not to take any such action as this will harm employers in my state, at an especially challenging time when we cannot afford to lose jobs. Additionally, Mexico is a valued customer of American exporters. We must strive to maintain the spirit of the USMCA as it was negotiated and not open the door to tit-for-tat trade barriers that undermine our integrated economic interests."

On July 14, 2021, the FPAA joined with 33 food and agriculture associations to support the confirmation of Kenneth Salazar as U.S. Ambassador to Mexico. Senator Salazar served in Congress representing Colorado from 2005-2009. He was also the United States Secretary of the Interior for President Obama from 2009-2013.

On July 22, 2021, A coalition of 11 Members of Congress led by Rep. Vicente Gonzalez (D-Texas) wrote to Commerce Sec. Gina Raimondo urging her department not to reinterpret the administration of the minimum reference price in the 2019 Tomato Suspension Agreement between the U.S. and Mexico. Cosignatories of the letter include Representatives Filemon Vela (TX-34), Marc Veasey (TX-33), Henry Cuellar (TX-28), Lloyd Doggett (TX-35) Jamie Herrera Beutler (WA-03), Greg Stanton (AZ-09), Raul M. Grijalva (AZ-03), Ruben Gallego (AZ-07), Tom O'Halleran (AZ-01) and Ann Kirkpatrick (AZ-02).



MEXICO ADVOCACY

Due to COVID-19, Mexico City advocacy trips in 2019 and 2020 were postponed. Nevertheless, FPAA advocacy efforts in Mexico have been as strong as ever.

Thanks to the broad use of virtual meetings, the FPAA has been able to meet regularly with Mexican officials and grower associations. The FPAA continues to work on your behalf to address a wide range of issues like the various trade investigations on key produce items, promote social responsibility through our participation with AHIFORES, work with local authorities to extend Sunday services, among other key issues.

FPAA work with the Mexican Embassy

The FPAA has been holding regular meetings with Mexican Embassy representatives of the Secretaries of Economia and Agriculture of Mexico. During these meetings, the FPAA has addressed quality inspections of Mexican produce; Tomato Suspension Agreement (TSA); ToBRFV inspections on tomatoes and peppers; changes in Mexican government and policies; Mexican Customs services and programs; Trade data; and of course the USTR and ITC investigations of imported produce.

The FPAA participated this past year in high level meetings with the Mexican Ambassador to the U.S., Martha Barcena, regarding Seasonality and USTR investigations. Below is an excerpt of FPAA's comments to Amb. Barcena:

Ambassador Barcena, Thank you for the opportunity to speak today.

As you are aware, The Fresh Produce Association of the Americas was founded in 1944 to represent the business interests of US-owned distributors of imported Mexican fruits and vegetables. We have many 3rd and 4th generation companies that have made longstanding partnerships with farmers all over Mexico, and we are excited about the opportunities to increase consumption and sales of fresh produce. We are extremely concerned by the number of trade investigations opened by USTR on Mexican produce. When we count tomatoes that are already under sanction, and add in items under investigation including blueberries, strawberries, raspberries, plus bell peppers, squash and cucumbers, it is devastating to consider what this may mean for companies who are part of the Fresh Produce Association.

Taken together, the above items represent 44% of the value of Mexico's produce exports to the US. This is a point that I reiterate often when I'm meeting with other CEOs of agriculture associations.

Indeed, what is at stake is recognized by the many US agriculture organizations who in December signed the letter to USTR opposing these global safeguard investigations as they undermine the trading partnerships on which we rely.

Because this issue is central to the future of our businesses, FPAA engaged with our elected representatives to explain to them the value of these jobs, of this economic activity, in their communities. They agreed, resulting in a bipartisan letter, from the Senate and the House, that seeks to calm the waters on this issue.

Now, attention turns to this Thursday, for the ITC decision on blueberries. We consider this to be a crucial moment. The lines have been drawn, and the world has been brought into a Global Safeguard investigation.

MEXICO ADVOCACY

CONTINUED

A decision by ITC against blueberries, and specifically against Mexican blueberries would embolden US producers of bell peppers, strawberries, squash and bell peppers to advance their cases, and it would probably bring out protectionists in other US produce sectors.

In addition to these trade cases, we are monitoring the US use of Technical Barriers to Trade including tomato suspension agreement inspections and Tomato Brown Rugose Fruit Virus inspections. These are things that can be just as damaging to the agriculture trade between Mexico and the US.

Now, we have a new US Administration in Washington, DC. Many of the names we are seeing at USTR and elsewhere were active in the negotiations of USMCA. They know what is at stake, and we are hopefully switching from a tariff-first approach toward the appropriate negotiation and enforcement mechanisms laid out in our trade agreement.

We hope to see strengthened cooperation between Mexico and the US on agriculture, phytosanitary and border security issues. There is so much to be gained by cooperation between our nations.

Ambassador Barcena, you have always embodied the spirit of cooperation, and this is one of the many reasons we appreciate what you have brought to the office of Ambassador.

As we gather here, there are organizations who are well-invested in seeing the agriculture relationship thrive between Mexico and the United States. There are billions of dollars at stake. We have work to do. – Lance Jungmeyer, President of the FPAA.

FPAA work with SENASICA

FPAA continued its outreach to SENASICA to address phytosanitary inspections of Mexican produce at the border. SENASICA has been following the returns of tomatoes due to ToBRFV inspections at the border, their findings include:

- From November 2019 to November 2020, the volume of Mexican Tomato exported to the U.S. was 1.8 million tons.
- Estimating 19 tons per truck. The volume exported was equivalent to 95,000 trucks in 13 months.
- During this time only 651 trucks with 9,500 tons of Mexican tomatoes were returned due to ToBRFV, equal to 0.69% of all tomato shipments and 0.53% of all tomato volume exported from Mexico to the U.S.

The agency concluded that after a year of the implementation of the ToBRFV inspections, APHIS could not justify their inspections at the border given the small percentage of loads with the virus.

FPAA work with AHIFORES

The FPAA is a proud member of the board of directors of AHIFORES. This organization has been key in the advancement of the best social responsibility practices in Mexico's agricultural sector.

In 2020 some of AHIFORES accomplishments included the organization of USMCA labor compliance seminar and workshops. A pilot project with APEAM in Michoacan to ensure compliance of labor requirements. A project called "Save the Children" in Sinaloa that intends to eradicate child and forced labor in the area. A project with Grupo Modelo to diagnose their barely growers. Development of a tool to hire agricultural workers in compliance with Mexican and international regulations. A project to determine the minimum wage of agricultural workers. And with the help of National Agricultural Council, Business Council, Mexican Agriculture Department, Mexican Labor Department and the U.S. Department of Labor, AHIFORES created the standard DEAR T-MEC (DEAR USMCA) to diagnose if an agricultural company is at risk of labor rights noncompliance; the standard was published both in English and Spanish.

MEXICO ADVOCACY

CONTINUED

FPAA Work with Grower Organizations

FPAA knows it is important to keep a close working relationship with Mexican grower organizations. The FPAA has been working with the Mexican National Agricultural Council (CNA), the Greenhouse Growers Association (AMHPAC), CAADES, the Mango Packers Association (EMEX), Table Grape Growers Association (AALPUM), and the Avocado Packers Association (APEAM), sharing updates in trade facilitation, produce investigations, political climate, market access, and other issues affecting Mexican produce.

FPAA Work with Local Authorities

FPAA continues to work with the local authorities at the Port of Entry in Nogales. The FPAA closely follows any changes in the agencies and shares information about the produce season and traffic to expedite services and ensure the better use of resources at the border.

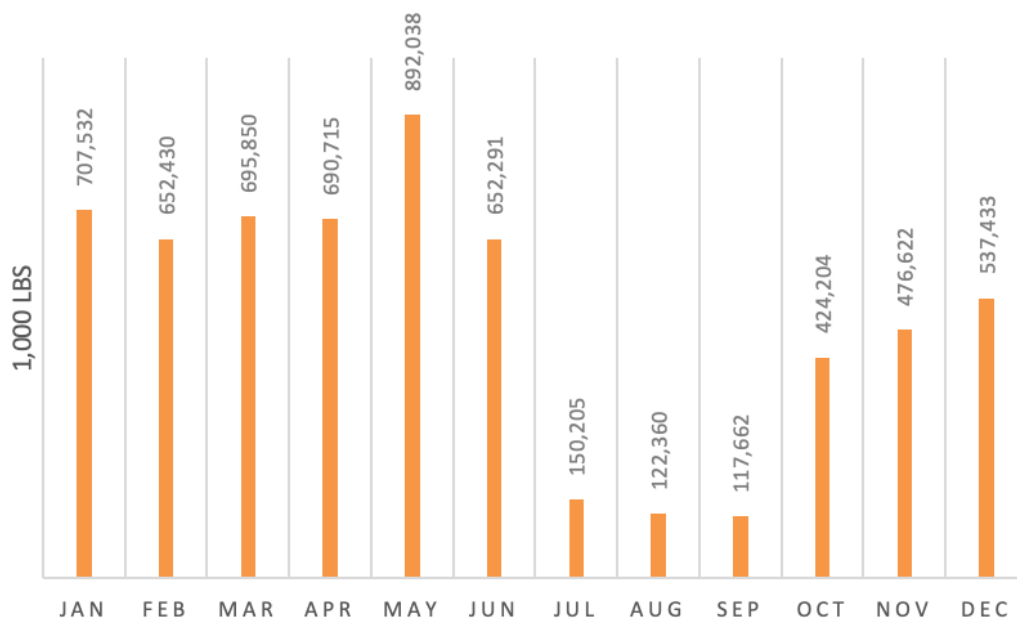
The FPAA continues to request additional personnel for Mexican Customs. In a recent analysis of Nogales Mexican Customs, it was found that the agency operated with 57% less personnel than in 2017, limiting the capability of additional services at the port of entry. The FPAA has also been working to harmonize the days and hours of operation of Mexican Customs with those of CBP, specifically during Sunday commercial service.

Crossings - Overview

Volume:

Nogales POE is a seasonal port for winter produce from Mexico.

NOGALES POE PRODUCE VOLUME 2020



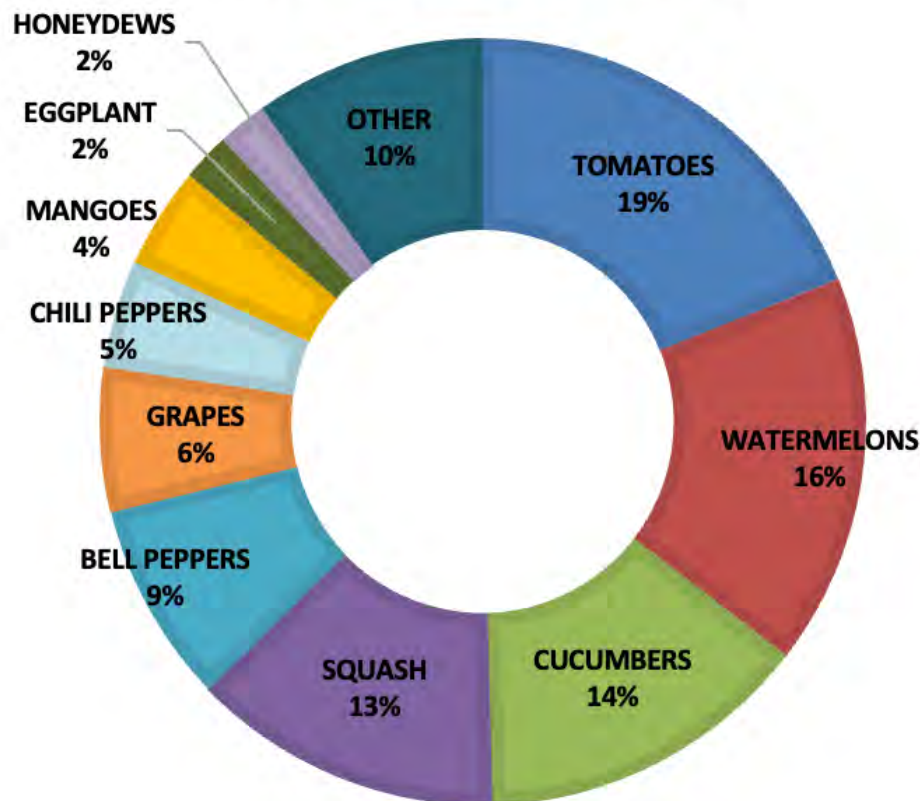
MEXICO ADVOCACY

Crossings - Overview

Commodities:

The top 10 commodities imported through the port of Nogales comprise 90% of all the produce that cross through the POE.

NOGALES PRODUCE - 2020



Commodity	Volume in 1000 lbs	%
TOMATOES	1,158,962	19%
WATERMELONS	1,009,675	16%
CUCUMBERS	866,286	14%
SQUASH	802,466	13%
BELL PEPPERS	520,935	9%
GRAPES	371,757	6%
CHILI PEPPERS	277,365	5%
MANGOES	261,230	4%
EGGPLANT	126,190	2%
HONEYDEWS	125,683	2%
OTHER	598,793	10%
Grand Total	6,119,342	100%

COVID-19

Support

FPAA Helps Members Navigate COVID-19

From the early days of the COVID-19 pandemic, the FPAA has focused on helping members navigate the changing landscape of the pandemic. We were vocal in making sure the produce industry was recognized as essential by state and federal officials so that our members could continue to provide food across North America, especially during times when so many items were experiencing shortages and supply chain disruptions. At the same time, the FPAA has adapted how we do business to continue to provide the ongoing advocacy, training, and member support you rely on.

Vaccination Efforts:

In early 2021, we worked closely with our members to help employees in the produce industry get vaccinations when there were still limited supplies of vaccines. With phone calls and emails connecting members with Santa Cruz County officials, we were able to streamline the vaccination process for the produce industry.

In the early days of the vaccine, supplies were extremely limited. We advocated with the State of Arizona to get a larger allocation of vaccinations for Santa Cruz County because despite the fact that we are a rural county, we have a higher concentration of essential workers in the food and agriculture industry, law enforcement, and other groups that were deemed essential.

With the combined efforts of the industry, the FPAA, the County, and Mariposa Community Health, Santa Cruz County has one of the highest vaccination rates in the entire country, with over 80 percent of people receiving at least one shot and 72 percent of people that are fully vaccinated.

The Importance of Mexican Produce for U.S. Consumers

In the early days of the pandemic, the news reported on supply chain disruptions, food shortages, and the impact of foodservice closures on many domestic producers that were unable to provide the fresh produce items that retailers relied on. Throughout this time, FPAA members adapted quickly to the changing needs of the market. Because of you, the availability of fresh produce in grocery store shelves stabilized quickly, and consumers could still find fresh produce items when they went shopping.

To better understand the importance of imported produce during the pandemic, we worked closely with the University of Arizona's Agriculture and Resource Economics Department on a study analyzing the "Impact of COVID-19 on U.S. Fresh Tomato Markets." This study is laid out in an informative Story Map on the U of A AREC website and is an in-depth look at how the tomato market was impacted during COVID-19 and also how the impact to the supply chain was different for Mexican imported tomatoes and for tomatoes grown domestically in Florida.

<https://storymaps.arcgis.com/stories/c127e629bad541d0ac3e60aa891b3c2f>

FPAA Adapting to Member Needs in a Pandemic

Because of COVID-19 precautions, the FPAA knew we needed to adapt quickly as well to continue to bring important services to members. All FPAA staff members adjusted to working from home from the first days of the lockdowns. From that point, we have focused not simply on making do, but doing better than before the pandemic. The early days saw lots of updates to members on changing guidance and information on COVID-19, phone calls to state and federal officials to talk about the needs for PPE and sanitizing resources, and providing answers for your questions as we all learned to adapt.

COVID-19

Continued

The FPAA also saw an opportunity to bring all our members, regardless of where they were headquartered, important training opportunities, access to board meetings, and more through online platforms. We now have regularly scheduled webinars for members on topics ranging from food safety requirements, employment law, crisis management, and more. Whether you are in Arizona, California, Texas, or beyond, FPAA members can easily access these training opportunities. Our online meetings also make it easier for members to attend board meetings each month. Whether you sit on the board or you are an interested member, we have adapted our meetings to continue the important work of the board through an online platform.

Because of these changes, we have seen an increased participation from members for our meetings and learning opportunities. We hope you will encourage your staff to join the webinars that directly impact their jobs in addition to joining yourself.

We are also phasing in changes in the building to accommodate dynamic, effective hybrid meetings where members can attend in-person or online depending on their preferences. We have held 2 hybrid board meetings to date and look forward to expanding hybrid services for other meetings.

Where We Are

With the Delta variant of COVID-19 bringing more changes to the pandemic landscape, the FPAA and its members are well positioned to deal with reinstated mask requirements, sanitation measures, and effective business practices that will help keep our communities safe while also continuing to do the important work of supplying North America with fresh produce. The FPAA will continue to advocate for members and to keep members informed as we see what 2021-2022 has in store.

Online Events



The graphic features a laptop on the left and the FreshProduce logo on the right. The title "POST PANDEMIC EMPLOYMENT/WORKPLACE REGULATIONS" is in bold green text, followed by "FPAA Webinar Series - July" in a smaller green font. The date and time "July 13, 2021 12pm MST" are shown with calendar and clock icons. The speaker information "Webinar by ABBE GONCHARSKY AMG Law AZ" is in green. A green bar at the bottom contains the text "Register Now!" in white.

FreshProduce[®]
ASSOCIATION OF THE AMERICAS

**POST PANDEMIC
EMPLOYMENT/WORKPLACE REGULATIONS**

FPAA Webinar Series - July

July 13, 2021
12pm MST

Webinar by
**ABBE
GONCHARSKY**
AMG Law AZ

[Register Now!](#)



The graphic has a light green background with the FreshProduce logo in the top right. The title "AUGUST FPAA MONTHLY WEBINAR" is in green, followed by "by: THE PRODUCE MOMS" with a logo of a woman's face. A video player shows a woman in a red apron in a kitchen. A green bar at the bottom contains the text "Register Now!" in white.

FreshProduce[®]
ASSOCIATION OF THE AMERICAS

AUGUST
FPAA MONTHLY WEBINAR

by:
**THE PRODUCE
MOMS**

[Register Now!](#)

OUR 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.



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.

CHAT WITH

Emmis Yubeta

DIRECTOR OF MEMBERSHIP & EVENTS

EMMIS@FRESHFROMMEXICO.COM

What we offer!



FreshProduce®
ASSOCIATION OF THE AMERICAS

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**
- **Member-exclusive events and webinars**
- **Access to crossings & market trend reports**

MEMBERSHIP

Highlights!

NEW MEMBERS

- ADVANCED PAPERWORKS
- AGTOOLS BIOSAFE SYSTEMS
- ENZA ZADEN
- GO GREEN LOGISTICS, LLC MAGENTA PRODUCE
- NSF INTERNATIONAL
- PRODUCE TEAM
- RIGHETTI FARMS
- SEEDED PRODUCE, LLC
- ZIRA FOOD SAFETY



Economic Studies - **NEW**

INSPECTIONS AND NON-TARIFF BARRIERS ON
"PERISHABLE IMPORTS" AT THE MEXICO-US
BORDER: LEGAL LIMITS AND BEST PRACTICES

By:
TradeLab

VISIT:
WWW.FRESHFROMMEXICO.COM

IMPACT OF COVID-19 ON U.S.
FRESH TOMATO MARKETS -
STORY MAP

By:
University of
Arizona AREC

VISIT:
WWW.FRESHFROMMEXICO.COM

Community Involvement

Unprecedented conditions driven by the spread of COVID-19 hit some of our most needy sectors of society the hardest. Santa Cruz and Pima Counties came together with the Community Food Bank of Southern AZ and the produce industry to meet the nutritional needs of the residents.

Santa Cruz County worked with the Nogales and Rio Rico School Districts to open several "Produce Distribution Points" in the community for people that needed to stretch their food dollars. In addition, fresh produce was sent to communities in need in Pima and Cochise Counties, the Navajo, Hopi and White Mountain Apache Reservations.

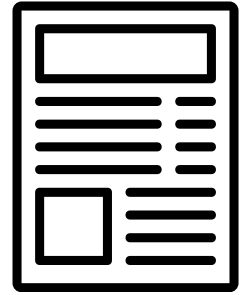
The FPAA in partnership with the Boys & Girls Club of Santa Cruz County has held four blood drives (October, December, March & July)

OUTREACH

Member Update

NEW LOOK

- This year we revamped our weekly *Member Update* to provide you with the latest news & happenings in the fresh produce industry!



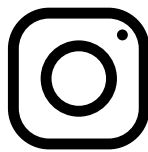
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@FreshProduceAA

Social Media

GROWING OUR REACH

We have seen over 80% growth on our social media accounts

FPAA's Webinar Series

RESOURCES & INFORMATION

- This year the FPAA launched its monthly webinar series focused on providing members the opportunity to meet and learn from industry experts on a wide range of topics





ALLISON MOORE

VICE PRESIDENT

Dear Members,

As I write to you, we are starting to see a new normal emerging from the pandemic. We have come a long way from the first trickle of vaccines coming out in the early part of 2021 to seeing almost 80 percent of the Nogales/Rio Rico Community fully vaccinated. Your efforts in mobilizing your staff, working with the FPAA and the County to secure vaccine appointments, and more has helped your community and your industry.

The work you all do, day in and day out, is important for all of North America, and the fact that you were able to do what you do given the added pressures of a global pandemic speaks highly of your ability to adapt and thrive despite adversity.

A pandemic wasn't our only worry over the last 18 months. The FPAA and its members have been deeply engaged in discussions and formal hearings with officials from the U.S. International Trade Commission, the Department of Commerce, and Members of Congress to fight off attempts by the Southeast growers to harm your businesses. Distorting trade laws, attempting to undermine the Tomato Suspension Agreement, and more, the Southeast has been on full attack against imported cucumbers, squash, bell peppers, strawberries, blueberries, and tomatoes. These efforts are designed to lay the groundwork for future attacks on all commodities and all U.S. importers of fresh produce.

Our goal as always is to protect our members, to make it easier for you to do the business of bringing high quality fresh produce to consumers. We continue to advocate for the things you need to be able to operate. And we will continue to answer your questions and provide you with accurate information.

I never doubt your dedication to showing up every single day to bring high quality produce to consumers. Please know the FPAA will continue to be right here with you every single day, doing all we can to make sure your businesses continue to thrive. Thank you for your partnership in helping the produce industry continue to provide the fresh fruits and vegetables that consumers have come to expect.

ALLISON MOORE
VICE PRESIDENT



GEORGINA FELIX

DIRECTOR OF OPERATIONS & FOREIGN AFFAIRS

Dear Members,

I would like to take this opportunity to describe how the FPAA team has stepped up to the challenges of this year to make sure the FPAA members receive services you have come to expect from us.

Through our hybrid and online meetings, we have reached more of our members than ever. Our first ever Tomato Week caught the attention of the entire produce industry. We had attendees from all over North America and received great coverage from the industry media. In this event we showcased the study, "Impact of Covid-19 Pandemic on Fresh Tomato Shipments and Prices" created by the University of Arizona that described, among other things, how shipping point prices for tomatoes were at or above five-year average prices for nearly all of the 2019/20 season.

This year we also adapted our Spring Policy Summit. We spread this event out over three consecutive days of online talks about trade, industry trends and the reviews of recent trade cases and technical barriers to trade impacting fresh produce. The Policy Summit was a big success, and the online format made it easy for our members and people outside of our area to learn about these important updates. We had more people this year than in past events, and the FPAA took the opportunity to present an important analysis of "Inspections and Non-Tariff Barriers on Perishable Imports at the Mexico-US Border: Legal Limits and Best Practices" created by the legal team at TradeLab.

Furthermore, this year we are featuring monthly webinars that are exclusive to our members. Covering key subjects like Post Pandemic Employment/Workplace Regulations; Foreign Supplier Verification Programs (FSVP) training; and Fruit and Vegetable Consumption Trends, just to name a few. You can see the announcements of our webinars on the member update, emails directly to you, and through the FPAA's social media.

In an effort to be closer and communicate better with our members the FPAA team has revamped the association social media accounts. Now you can follow us on Facebook, Instagram, LinkedIn, and Twitter. The FPAA Member Update received a full makeover, making it easier to read and look for specific information. Last but not least, we are making an effort to reach out to each one of our members to make sure that we are listening to your requests and needs.

These are just a few examples of how the FPAA, even during a pandemic, has been able to step up to the challenge, innovate and adapt to keep providing you the support and services that you and your staff rely on. I hope you will reach out to the FPAA team if you have any questions or feedback.

GEORGINA FELIX

DIRECTOR OF OPERATIONS & FOREIGN AFFAIRS

FPAA PREFERRED HEALTH PLANS

Employee Benefits Tailored for Members like you

- Rates up to 20% lower than your current rates*
- Largest AZ provider network available
- Seamless plan transition
- Robust and inexpensive benefits options
- Online Enrollment and bilingual service specialists
- Long standing relationship with FPAA



Schedule an easy 15-minute consultation with your local WGIS Benefits Advisor, Joe Marquez, to learn more about your options today.

jmarquez@wgis.com | (602) 290-7135

www.wgis.com/fpaa



*rates will vary

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