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# News Release

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For Immediate Release

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## *New for 2020! WAFC's Fresh Focus Exchange*

**Lakewood, CA** - To provide more opportunities for business development and gain greater participation of perishable, fresh, innovative, and healthy food suppliers at the annual convention, the WAFC is launching "**Fresh Focus Exchange!**"

Over 20 Retailers and Wholesalers have committed their executives to host a table to conduct 10-minute appointments on Monday, May 4<sup>th</sup> and Tuesday May 5<sup>th</sup> from 2:00 p.m. – 4:00 p.m. in the Directors Salons at the JW Marriott Desert Springs Resort in Palm Desert during the 99<sup>th</sup> annual WAFC Convention.

Registered Supplier companies can request to present to specific Retailers/Wholesalers via an online Supplier form between **February 20 and March 20, 2020**. On this form, they will select which of the participating Retailers/Wholesalers they would like to meet.

"It is our hope that this activity will provide value and generate incremental business for those companies driving growth in the fresh arena of the food industry" says Sarah Wehling, President Chairwoman WAFC and Vice President Fresh of Costco Wholesale.

In addition, Companies are encouraged to join the Illuminators to donate products for inclusion in their all delegate meal functions held during the annual conference. To join and get additional information, go to: [www.illuminators.org](http://www.illuminators.org).

Go to [www.wafc.com/convention](http://www.wafc.com/convention) click on learn more,  
see who is attending and register now for more information.

*Established in 1921, with grants in excess of \$32.8M, the WAFC is focused on providing educational opportunities for food industry associates. The highly acclaimed Food Industry Management Program at the University of Southern California Marshall School of Business has been available to qualified industry participants for 60 years. In 2000, the WAFC expanded its scope by working with community colleges throughout the Western United States to establish the "Retail Management Certificate Program." The Retail Management Certificate Program curriculum is currently available at 160 college/satellite locations and online nationally.*