INTERNATIONAL FRESH PRODUCE ASSOCIATION℠

Core Beliefs to Shape a Unified Global Voice



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Introduction

The International Fresh Produce Association (IFPA) is driven by a core set of beliefs that shape our global advocacy efforts and guide our commitment to a healthier world. These beliefs reflect the shared values of our diverse membership and serve as the foundation for the policies we champion around the globe.

Our positions are rooted in a vision of a vibrant future for the fresh produce and floral industry. Together, these principles reflect our belief in the power of fresh fruits, vegetables, and flowers to improve lives, strengthen communities, and create a better world for generations to come.

This document outlines the key position statements that inform IFPA's policy agenda and collective voice on the issues that matter most to our industry.

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A Vibrant Future

The International Fresh Produce Association believes ...

- The fresh produce and floral industry is a catalyst for a healthier world, with the power to transform global well-being by delivering nutritious food and natural beauty to people everywhere.
- A vibrant future for the industry requires strong advocacy, collaboration, and innovation.
- A strong, unified industry drives economic growth, enhances sustainability, and expands access to the most nutritious food in the world.
- Every company in the fresh produce and floral supply chain has a place in IFPA, and together, we shape a better future for all.

Labor

The International Fresh Produce Association believes ...

- Access to an affordable, stable, and healthy workforce is integral to the fresh produce and floral supply chains' ability to meet the growing demand for fresh products.
- Ongoing labor shortages and the resulting increase in the cost of labor threaten producers' ability to operate and threaten consumers' ability to find and afford the fresh fruits and vegetables and floral products they demand.
- As stated in our Ethical Charter on Responsible Labor Practices, everyone deserves to be treated with dignity and respect. We are committed to respecting workers' rights and protecting their safety and health, while recognizing the cultural and legal differences found throughout the world. As an industry, we care about the wellness, respect and safety of the workers who help us offer the wide variety of fresh fruit, vegetables and flowers consumers enjoy.

Trade And Tariffs

The International Fresh Produce Association believes ...

- Fair, open and science-based trade policies are essential for a thriving fresh produce and floral sector.
- Strong international trade relationships are critical to ensuring global access to fresh, nutritious food.
- Non-tariff trade barriers undermine fair and equitable trade, disrupt supply chain efficiency, and limit consumer access to healthy foods.
- Adherence to transparent, rules-based trading systems built upon risk-based scientific standards is key to fostering fair trade relationships.

Nutrition

The International Fresh Produce Association believes ...

- Increasing fruit and vegetable consumption is essential to improving the health and wellbeing of people worldwide.
- Bold, systemic, and scalable policies are necessary to drive meaningful increases in consumption and advance public health.
- Investing in nutrition-focused initiatives that address barriers to fruit and vegetable consumption can improve overall health outcomes and strengthen food security around the world.

Food Safety

The International Fresh Produce Association believes ...

- Food safety regulations around the world should be clear, risk-based, prevention focused, scientifically rigorous, and not overly burdensome to the industry.
- Food safety is a shared responsibility for everyone at every step in the supply chain, from growers to consumers, fostering a culture of consistent and proactive implementation of best practices.
- We have a role in driving consumer education and understanding about food safety and advocating for transparency and accurate information as pathways to building and maintaining consumer trust and confidence in the fresh produce industry.

Packaging

The International Fresh Produce Association believes ...

- Packaging regulations should strike a balance between preserving the quality and shelf life of fresh produce, minimizing food loss, and reducing single-use packaging waste—all while avoiding an increase in overall carbon emissions.

Sustainability

The International Fresh Produce Association believes ...

- Fresh produce and floral products are good for the planet. IFPA and its members are committed to sustaining the growth of these products and support efforts that enhance their development. We are dedicated to:
  - Responsible land stewardship and biodiversity preservation.
  - Protecting the wellbeing of the people who grow, harvest, and handle our products.
  - Reducing the environmental footprint of the fresh produce and floral sectors from farm to retail.
    - This includes increasing climate resiliency and adaptation through innovation, collaboration, and responsible practices; minimizing food waste; and advancing sustainable packaging solutions.
- As climate variability increasingly impacts our sector, IFPA and its members advocate for regenerative practices that restore ecosystems and build long-term resilience in agricultural production.
  - ***What is Regenerative Agriculture?*** Regenerative agriculture is a holistic farming approach that aims to restore and enhance the natural recipients of agro-eco systems while supporting the long-term health and viability of our soils, biodiversity and agricultural communities. The foundation of this farming system is using farming practices such as integrated management of soil health that preserve biodiversity and water resources.

Modern Tools of Production

The International Fresh Produce Association believes ...

- All forms of fresh produce and floral production (e.g., organic, indoor, regenerative) contribute to a safe, sustainable, and abundant food supply.
- Consumer confidence in diverse production methods is essential, and both conventional and organic agriculture contribute to providing an affordable, reliable, and safe supply of fresh produce.
- Risk-based regulations grounded in science foster research and innovation and enable equitable access to agricultural technologies to address global food challenges effectively.
- Continued investment in modern growing methods – including biotechnology, alternative crop protection products, biological control methods, precision agriculture, mechanization and automation, and integrated pest management (IPM) strategies among others – is essential for a resilient and innovative fresh produce industry and global food security.

An Inclusive Industry

The International Fresh Produce Association believes ...

- A truly vibrant future is built on inclusion, belonging, and equitable access to opportunities.
- All individuals, regardless of race, color, religion, national origin, marital status, age, disability, military or veteran status, genetic information, sex, gender identity or expression, or sexual orientation, deserve equal opportunity and fair treatment.
- A diverse, global workforce that reflects the skills, expertise, experience and backgrounds necessary for member companies to prosper strengthens the fresh produce and floral industry, fostering innovation, resilience, and long-term success.
- Every industry professional should have equitable access to the resources, relationships, and career development opportunities they need to thrive and which their companies and our industry need to prosper.
- Every IFPA member company should be welcomed, included, and supported with the information and tools, and connections to potential business partners necessary for success.
- People everywhere should have equitable access to fresh fruits, vegetables, and floral products, along with the knowledge and opportunities to incorporate them into their daily lives.
- An inclusive industry that welcomes new companies and individuals benefits businesses, employees, consumers, and the broader global community.