



INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATIONSM

2025 Public Policy Agenda & Priorities Planning



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LABOR

Position:

IFPA supports access to a stable and legal workforce for the fresh produce and floral supply chain. Our members value the well-being of their employees who are at the heart of our industry's success worldwide.

U.S. Perspective and Priorities:

In the U.S., IFPA is leading the charge for reform of the H-2A visa program through executive deregulation and legislative reforms that will make the program more affordable and accessible for all IFPA growers seeking to use the program.

- Eliminate the Adverse Effect Wage Rate under the H-2A program, or at a minimum, freeze it until necessary reforms are made.
- Expand the H-2A program to meet the needs of all producers, regardless of the seasonality of their production.
- Overturn the Department of Labor's Worker Protections Rule (April 2024) and Disaggregation Rule (Feb 2023).
- Collaborate with Congress and the administration to address concerns about the current workforce.
- Remove arbitrary caps on the H-2B visa program to ensure access to non-skilled, non-agricultural workers vital to all parts of the fresh produce and floral supply chains.
- Work with the U.S. Department of Labor (DOL) and U.S. Department of Agriculture to create an Agricultural Industry Liaison within the DOL to amplify industry voices.





Position:

IFPA believes that every nation that can feed itself should do so. Our members support fair, strong trade among nations because it can grow markets, increase their prosperity, and ensure everyone can access the healthiest, freshest foods.

The targeted use of tariffs can be a negotiating tool for addressing challenges or inequities between trading partners. However, IFPA believes – and our industry has experienced – that the broad application of tariffs disrupts supply chains, threatens market expansion, increases consumer costs, and places unnecessary strain on growers and producers.

Non-tariff trade barriers create imbalance and unfairness in the marketplace. IFPA believes that governments around the world should review trade restrictions (e.g., SPS, ESG) to ensure adherence to risk-based scientific principles and to create more fair-trading relationships.

U.S. Perspective:

Fresh produce growers and suppliers proudly feed Americans and the world every day, and the world wants to do business with the U.S. in return. Fresh produce, specialty crops, and florals are robustly traded across the North American market. Growing seasons and regions mean that a North American market serves U.S. consumers, and American consumers demand year-round access to a robust variety of fresh produce. There are also some products for which there is no or minimal U.S.-based production due to the lack of appropriate growing conditions, e.g., bananas and most tropical fruits. Marketplace volatility and supply constraints jeopardize growers' stability, driving up grocery store prices for consumers. Meaningful regulatory relief is the most impactful step the government can take to enhance producers' competitiveness and long-term success. IFPA is dedicated to collaborating with the administration to develop better solutions that enable U.S. producers to thrive in both domestic and global markets. Additionally, IFPA will advocate for policies that safeguard consumers' access to a diverse selection of fresh fruits, vegetables, and florals at affordable prices.

Priorities:

- Educate new policymakers on fresh produce marketplace realities – perishability, exotics, seasonal access, market expansion, food security .
- Advocate for fair trade policies that establish more equitable terms that allow all production to be represented in negotiations.
- Provide resources to help prepare the produce sector for disruptions where tariffs are in place.
- Push for improvements in USDA Farm Bill programs that support trade opportunities for fresh products, e.g., Market Access Program, Technical Assistance to Specialty Crops.



NUTRITION & CONSUMPTION

Position:

IFPA supports governmental policies and programs that can increase fruit and vegetable consumption and improve human health.

U.S. Perspective and Priorities:

In the US, only one in ten people consume the recommended amounts of fruits and vegetables. More than three-quarters of Americans are overweight or obese, and more than 80 percent of healthcare dollars are spent on preventable chronic diseases. IFPA advocates for federal programs that encourage and prioritize fresh produce access and use.

U.S. Department of Agriculture:

- Fully fund WIC to ensure maintenance of fruit and vegetable benefit amount.
- Increase access to fruits and vegetables in the Supplemental Nutrition Assistance Program (SNAP).
- Increase opportunities for USDA fresh produce procurement, including through the USDA DoD Fresh Program.
- Streamline participation in the Fresh Fruit and Vegetable Program and maintain it as a “fresh only” program .
- Maintain the Community Eligibility Provision option for schools.

U.S. Department of Health and Human Services/Food and Drug Administration:

- Produce Prescriptions:
 - Support states’ implementation of Produce Prescriptions and Food is Medicine programs through Medicaid 1115 waivers.
 - Make Produce Prescriptions a standard component of clinical care in Medicare, Medicare Advantage, Medicaid, the Indian Health Service, and Veterans Affairs.
- Support Front of Package Labeling reform, including transparency around foods making fruit and vegetable claims through name or imaging.





CROP PROTECTION & PRODUCTION TECHNOLOGY

Position:

IFPA members engage in all forms of fresh produce and floral production (e.g., organic, contained environment, indoor, regenerative). We recognize the importance of maintaining consumer confidence in the safety, quality and sustainability of fresh produce and florals. We acknowledge the benefits of both conventional and organic production in providing consumers with an abundant, affordable, and safe supply of fresh produce.

Access to modern biotechnology and well-regulated pesticides ensures the viability of modern agricultural production and a safe, reliable food supply. IFPA supports risk-based rules that are founded in sound science. This includes increased investment and research in biotechnology, alternative crop protection products, biological control methods, precision agriculture technologies, mechanization/automation, and integrated pest management (IPM) strategies.

U.S. Priorities:

Crop Protection and Innovation:

- Advocate for reform of the EPA's regulation of plant-incorporated protectants (PIPs), which currently disadvantages produce growers due to the lack of publicly accessible genome sequences needed to satisfy current requirements. The process needs reform to better serve the needs of all producers and should be amended to be consistent with related regulations at FDA and USDA.
- Support investment in research on innovative, effective crop protection alternatives, including biological control methods, precision agriculture technologies, and integrated pest management (IPM) strategies.
- Advocate for R&D through Farm Bill programs and USDA grant funding to develop modern pest management solutions.

Organics:

- Support current federal programs, funding needs, and staffing to empower the work of the National Organics Standards Board important to the fresh sector.

FOOD SAFETY

Position:

IFPA supports a risk-based food safety regulatory system that is not overly burdensome to the industry and cost-effective while maintaining consumer confidence in fresh produce.

U.S. Perspective and Priorities:

In the U.S., IFPA advocates for food safety regulations and systems that serve as a model for global cooperation to advance food safety standards.

- Advocate for cultural shifts in the FDA Human Foods Program to focus on a prevention-based inspection system.
- Increase transparency and clarity of funding allocation in the FDA Human Foods Program to improve efficiency and effectiveness.
- Hold the administration and FDA to account for monitoring improvements under the agency's reorganization plan.
- Maintain the 2022 FDA traceability final rule (Requirement for Additional Traceability Records for Certain Foods).
- Ensure robust funding and effective functioning of state produce inspection and related programs required under FSMA.





SUPPLY CHAIN RESILIENCY TRANSPORTATION/ INFRASTRUCTURE

Position:

The resiliency of the supply chain — logistics, transportation, packaging, and traceability — for fresh produce is a primary concern for the industry. Instability in the logistical routes (e.g., major ports), transportation systems, and packaging can significantly disrupt global trade in fresh produce and floral with severe consequences.

IFPA advocates for regulatory relief and policies that ensure priority and uninterrupted access to perishable, fresh fruits, and vegetables across all transportation networks. IFPA supports supply chain investments, including human and financial capital, that will enable the fresh sector to grow capacity and continue delivering fresh produce and floral products around the globe. We also prepare our members for market disruptions to strengthen global food security.

Priorities:

- Partner with allies to counter packaging bans and advocate for rules that balance reducing single use waste with maintaining quality, minimizing food loss, and preventing an increased carbon footprint.
- Advocate for public sector investment in R&D on alternatives to single-use packaging, including plastics.
- Support increasing the number of qualified truck and transport drivers while protecting reasonable driver flexibilities in regulation.
- Advocate for fresh produce to be prioritized in the port system both during supply chain disruptions and normal operations.
- Support supply chain infrastructure investments in critical trade channels, including ports of entry.





SUSTAINABILITY

Position:

IFPA prioritizes the sustainability of our members' operations through three equally important considerations 1) the profitability of our members, 2) their responsible stewardship of land and natural resources, and 3) the well-being of people working on these lands.

IFPA advocates for flexible policies that encourage development and access to diverse, innovative farming practices, technologies, and energy sources. We support policies that support adaptation to the changing climate and ecological and environmental pressures while unlocking opportunities that foster business growth and increase fresh sector prosperity.

Priorities:

- Recognize regenerative agriculture as a growing trend that may play an increasingly significant role in the future of sustainable agriculture as one of many tools in the toolbox for growers, including, evaluating the policy impacts of direct engagement or advocacy.
- Emphasize the need for flexible policies and innovation in sustainable farming while ensuring growers have access to proven tools, including pesticides, fertilizers, and biotechnology





U.S. TAXES

Position:

In the U.S., IFPA advocates for meaningful tax reforms that encourage investments throughout the fresh supply chain, and that reflect the unique financial challenges of the fresh sector.

Priorities:

Support general business provisions, research and development credits, and specific production agriculture-related matters, including:

- Estate Tax Relief, including expansion of stepped-up basis to ensure the continuation of family operations
- Continuation of the Qualified Business Income Deductions (Section 199A)
- Continuation of Capital Investment Expensing (Section 179)
- Extension of the Bonus Depreciation allowance on business property
- Support for Like-Kind Exchanges (Section 1031)
- Individual Tax Relief including the treatment of Capital Gains
- Support the Innovation in Agriculture Act from the 118th Congress, which creates an investment tax credit for precision agriculture and innovation in specialty crops.
- Making fruits and vegetables an authorized expense under both Health Savings Accounts (HSAs) and Flexible Savings Accounts (FSAs)





U.S. FARM BILL

Position:

As co-chairs of the U.S. Specialty Crop Farm Bill Alliance, IFPA is committed to ensuring that the needs of the fresh produce industry are prioritized in critical areas such as research and marketing needs, expanding access to produce consumption, and workable safety net tools. The farm bill is a vital framework that provides essential resources for growers and producers while safeguarding the stability of our food supply. To maintain the industry's growth and resilience, lawmakers must act swiftly to reauthorize and enhance this legislation in the coming year.

Priorities:

- Ensure farm bill resources for specialty crops are proportional to our sector's share of economic significance in the agricultural economy.
- Increase funding for research programs, including the Specialty Crop Research Initiative, Specialty Crop Block Grant Program, and Section 7721 of the Plant Protection Act.
- Invest in research and innovation to overcome industry challenges and enhance the global competitiveness of the U.S. specialty crop sector, including new funding and a cost-share for mechanization to help our industry navigate the ongoing workforce challenges.
- Incentivize fruit and vegetable consumption by streamlining participation in the Fresh Fruit and Vegetable Program, expanding the variety and volume of fresh produce in USDA's procurement programs for food banks, and incentivizing fruit and vegetable consumption within the SNAP program.
- Improve federal risk management programs to ensure specialty crop producers have better, reliable options to protect their operations on the worst of days, including pushing Congress to direct USDA to develop more and better crop insurance products for specialty crops.
- Repeal or reform limits on "adjusted gross income (AGI)." Many specialty crop growers cannot participate in USDA programs like conservation cost-sharing and risk management programs for non-insured crops due to these restrictions. While originally intended to limit financial largess among wealthy row crop landowners, AGI unfairly precludes average specialty crop operations from participating in core federal programs.