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Office of the Secretary  
U.S. Department of Agriculture  
Attention: Trade Advisory Committees  
1400 Independence Ave., S.W.  
Room 200-A  
Washington, DC 20250-1070

September 17, 2024

ATAC for Trade in Fruits and Vegetables – Letter of Recommendation

To whom it may concern,

I am writing to recommend Jeff Brandenburg, Founder/President of Qfresh Lab, to serve as a member of the ATAC for Trade in Fruits and Vegetables. I personally have worked with Jeff Brandenburg on several produce packaging initiatives for over five plus years. His packaging and technical knowledge pertaining to fruits and vegetables is unprecedented. He frequently meets with our domestica and international vendors to negotiate on our behalf.

Our team has personally worked with Jeff on several sustainable packaging projects from inception to commercialization, MAP (Modified Atmosphere Packaging) and potato greening studies, as well as co-presented with him at industry events. He has been instrumental in helping our team create standard operating procedures from harvest to packing to shipping at our packaging facilities. Along with being a professional and engaging speaker, Jeff frequently brings our team new ideas and is always in the know on trends and pitfalls in the packaging world.

I strongly recommend Jeff and believe he will contribute expert advice and thought leadership to the administration on the implementation and enforcement of existing U.S. trade agreements, negotiation of new agreements, and other trade policy matters.

Sincerely,

Rachel Atkinson-Leach

V.P. Category and Brand Excellence

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