



Fresh Produce & Floral Council

Press Release

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FRESH PRODUCE & FLORAL COUNCIL LUNCHEON A HIT

Cerritos, CA – Over 260 attendees from the produce and floral industry attended the June 17, 2009 Southern California Membership Luncheon at the Sheraton, Cerritos, Cerritos, CA.

The third luncheon of the year, this event far exceeded estimated attendance. “Normally we have about 200 attendees at an event,” said FPFC president Carissa Mace, “to have close to 270 is amazing and we are quite pleased. In addition, we had a great deal of retail attendance, which is always important to attendees and sponsors. A great deal of independent markets were here today and it is nice to see that they are finding the events of value.”

The event featured Master of Ceremonies Jeff Schroeder, Manager, So. California Produce Division of Unified Grocers. This was the first time anyone from Unified Grocers participated as an event master of ceremonies.

Jim Prevor, “The Perishable Pundit” and founder of *Produce Business* magazine, was the keynote speaker at the event. Mr. Prevor spoke about the paradigm of the retail industry, illuminating the history of consolidation on the marketplace and where he sees the U.S. retail market going in the future. FPFC President Carissa Mace said, “Jim was extremely well received and although I have not seen the ‘official’ evaluation results, by all of the comments I have heard attendees found the information useful and informative and Jim Prevor is always entertaining as well as educational. I’ve already had people ask when we can have him back!”

Keynote Luncheon sponsors were: California Leafy Greens Marketing Agreement, Coast Produce Company, Litehouse, Inc., Mann Packing Co., Inc., and Wild Rocket Foods. Association Sponsors were: A.M.S. Exotic LLC, Fresh Gourmet Company, ICD/Davis Lewis Orchards, Marie’s Dressings/Ventura Foods,

Marzetti, Produce Marketing Association, Simply Fresh Fruit, Taylor Fresh Vegetables and Western Growers.
Photo Sponsor was North Shore Greenhouses, Inc. and Décor Sponsor was Kendall Farms.

The next FPFC Southern California Luncheon is set for August 12, 2009 and will feature a program turned over to the City of Hope, a premier research hospital in the Los Angeles area.

Fresh Produce & Floral Council Mission Statement

* To stimulate the promotion and sale of fresh fruit, vegetable and floral products.

* To improve communications between all segments of the fresh produce and floral industries.

* To exchange ideas on better and more economical handling of fresh fruit, vegetable and floral products from farm to table

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