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FPFC holds successful charity auction, luncheon

December 13, 2021

The [Fresh Produce & Floral Council](#) held a successful charity auction and luncheon on Wednesday, Dec. 8 at the Anaheim Hills Golf Course. With over 270 FPFC produce industry members in attendance, FPFC raised over \$127,000 for Caterina's Club and Second Harvest Food Bank of Orange County.



Fresh Produce
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Chef Bruno Serato from Caterina's Club and Claudia Keller of Second Harvest Food Bank spoke of the hardships both organizations have experienced throughout the COVID-19 pandemic. The struggle of internal labor shortages due to strict health guidelines and an increasing amount of food insecurity among clients, meant that they had to pivot and start finding new ways to feed people.

Bryan Presley of Albertsons stated, "The generosity of this industry is amazing. The support the FPFC members showed for Caterina's Club and Second Harvest Food Bank was incredible. Our members helped a lot of people in need today."

Michael Schutt of Raley's and Brian Cook of Pete's held the live auction and kept the crowd thoroughly entertained throughout the bidding. The live auction items included many outings with FPFC member retailers; the FPFC is very appreciative of the personal donation of retailer time and support of Albertsons, Bristol Farms, Cardenas Markets, Northgate Gonzalez Markets, Safeway, Sprouts and Stater Bros. Markets.

FPFC's 2021 Chairman, Sean McClure of Professional Produce commented, "The FPFC is grateful to its members for their continued participation and charitable support of both Caterina's Club and Second Harvest Food Bank of Orange County. With a silent and a live auction, as well as onsite donations, our members certainly outdid themselves this year. I'm constantly inspired by our members' kindness, generosity, and sense of humor. There are so many exciting things in store for our members ahead in 2022, Our Annual Dinner Dance will be in February and Expo in April. Please register for both events at www.FPFC.org. We can't wait to share them both with our fantastic members and industry alike."

The mission of the Fresh Produce & Floral Council is to connect members to the information, education and professional network they need to increase knowledge, grow their businesses and collectively advance the industry.

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