
THE PRODUCE NEWS

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Fresh Produce
& Floral Council

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**The Produce News and Fresh Produce & Floral Council form
sponsor partnership**

By

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The Produce News and the Fresh Produce & Floral Council have created a sponsor partnership agreement that will align two of the most prominent and respected institutions in the industry with the goal of further raising the profile of each.



FPFC President Don

Gann

“The California marketplace is a vibrant, dynamic and all-important piece of the U.S. produce industry, and the FPFC is a leading-edge organization whose membership includes many of the heavy-hitters of the retail and shipper communities,” said John Groh, publisher of *The Produce News*. “We are thrilled to enter into this partnership with such a venerable organization, and we look forward to working with Don, Emma (McBride-Taylor) and the FPFC board to develop ways to further boost the profile of the council.”

FPFC President Don Gann said the partnership is an excellent opportunity to raise the profile of the FPFC in one of the produce industry’s most important communication vehicles. “*The Produce News* is one of the most well-read and respected publications in our industry, and we are very appreciative of the national visibility it has given to the FPFC for many years. This partnership memorializes and enhances the symbiotic relationship we have developed over the years,” he said.

The partnership has a goal of increasing awareness of the mission of the FPFC to the trade with expanded coverage in *The Produce News*. *The Produce News* has vowed to develop initiatives with

the FPFC that benefit its members while also enhancing the status of the publication as the premiere trade media company in the California marketplace.

Readers of *The Produce News* will continue to see the best-in-class coverage of FPFC events in print and digital media, but TPN will now receive official recognition as “Official Media Partner of the FPFC” with signage at events and in correspondence with FPFC membership.

“Becoming FPFC’s official media partner is a natural choice for *The Produce News*,” commented Adam Campbell, publisher of theproducenews.com. “With California producing approximately 13 percent of all agricultural dollars in the U.S., and as the sole producer of many commodities that drive incremental sales in the produce department today, we are clearly aligned in our common interest in the North American produce industry. To the benefit of our readers and FPFC’s members, we’re eager to make the most of our shared values in the years to come.”

Founded in 1897, making it one of the oldest produce trade media companies in the world, *The Produce News* has been covering the Fresh Produce & Floral Council since its inception in 1965. As the FPFC evolved, *The Produce News* has been a stalwart supporter of the council, providing extensive coverage of the many events held by the council every year.

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