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FPFC kicks off 2023 with Northern California luncheon

January 24, 2023

The [Fresh Produce & Floral Council](#) held its first luncheon of the new year Jan. 18 at the Castlewood Country Club in Pleasanton, CA. This luncheon featured Master of Ceremonies Daniel Bell of Grocery Outlet and 2023 FPFC Chairman Michael Schutt of Raley's. Lori Taylor of The Produce Moms was the guest speaker and was joined by panelists Alex Jackson of Frieda's, Marissa Ritter of Naturipe Farms, Myisha Nathaniel of Raley's and Daniel Bell of Grocery Outlet. The panel covered increasing produce consumption, branding and data followed by a Q+A session from the audience.

The next FPFC event will be the Heist, Casino Night, Featuring Ocean's 58, at the Langham Pasadena on Saturday, Feb. 4. For more information or to purchase tickets go to www.fafc.org/events.

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