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**IFPA names Deborah Zoellick new director of Floral Programs  
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March 9, 2023

The [International Fresh Produce Association](#) is pleased to announce Deborah Zoellick as its new director of Floral Programs. Zoellick, who previously served as a sourcing manager for Walmart, will bring almost 2 decades of floral expertise to the organization. She succeeds long-time IFPA staffer Becky Roberts, who retires in March 2023.

“I am beyond excited that IFPA’s floral community will have a new staff leader who matches Becky’s enthusiasm for, and understanding of, the nuances and intricacies of the cut flower and plant supply chain,” said IFPA CEO Cathy Burns. “Deb will provide valuable line-of-sight to the issues facing floral today and leverage an established worldwide network of connections to bring more value to our floral membership.”

To serve its floral members, IFPA has prepared several upcoming programs over the next few months to give its floral members resources to grow their businesses. These include the Floral Conference in Anaheim, a floral Virtual Town Hall featuring the experts from Pantone on March 22, and the Floral Conference in Miami coming up on May 23.

“It’s always been said that, once you’re in the produce and floral community, it’s hard to truly say goodbye. While I’ve enjoyed the last 6 months of retirement, I felt floral calling my name and wanted to find an opportunity to give back,” Zoellick said. “I’ve known Becky for years and appreciate and respect the commitment IFPA (and legacy PMA) made to floral. Now I have a platform to further enhance that commitment and help grow opportunities and connections for the global floral industry.”

Zoellick will be in attendance at the upcoming Floral Conference in Anaheim, which will take place on March 7, 2023. The topic of this year’s event is on consumer trends research where Chris Carbone of Kantar research will present 6 areas of opportunity for the floral industry.

“The floral industry is a key component of the fresh supply chain and the community and our members are an integral part of the IFPA,” said Chief Membership Officer, Miriam Wolk. “We are excited about Deb’s experience and passion for the floral sector and look forward to working with her to build value for the community. We’re also grateful to Becky for her many years of service and leadership.”

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