
- Advertisement -

FPFC holds luncheon to benefit City of Hope

August 14, 2023

The [Fresh Produce & Floral Council](#) held its annual membership luncheon to benefit the City of Hope, a Southern California cancer and research hospital. The luncheon, held Aug. 9 in Cerritos, CA, drew more than 200 people from various FPFC member companies. Master of Ceremonies Rebecca Calvin of Stater Bros. Markets was joined by Marvin Quebec of Quebec Distributing Co., patient speaker John Cloer, and Dr. Charles Brenner from the City of Hope.

The local food industry adopted the innovative program as its charity of choice in 1973 and has since raised millions of dollars for the hospital during the last 50 years. Through the City of Hope programs and donations from the day of the luncheon, the produce industry raised over \$100,000 this year.

Luncheon sponsors included Frieda's, BAKO Sweet, DLJ Produce, Westlake Produce Co., Mixed Nuts, Max Group Corp., PK Packaging, Veg-Fresh Farms, M&M Farms, North Shore Living Herbs + Greens, Perimeter Sales & Merchandising and Sunshine Bouquet.

[Print](#)
