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FPFC announces keynote speaker, buyer panelists for 2024 expo

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The [Fresh Produce & Floral Council](#) announced the keynote speaker for the highly anticipated 2024 FPFC Expo, Fresh Forward, taking place on Wednesday, May 1 at the Anaheim Convention Center.

Renowned celebrity chef Jeff Henderson will take the stage to share his remarkable journey of redemption from the streets to the stove, offering invaluable insights and strategies to help attendees achieve their dreams, regardless of their life stages.



Jeff Henderson

Henderson's keynote address promises to inspire and empower attendees with his authentic and emotional story, coupled with practical advice that transcends boundaries. With his wealth of experience and success, Henderson will undoubtedly leave a lasting impact on all those in attendance.

"We are thrilled to present such an exceptional lineup of programming for the 2024 FPFC Expo," said Baltazar Garcia of Local Bounti, who is chair of the FPFC Expo Committee. "The committee has worked tirelessly to curate an experience that will educate, inspire, and connect our attendees. We cannot wait to welcome everyone to Anaheim for what promises to be an unforgettable event."

In addition to the keynote presentation, the Expo's keynote breakfast will feature a dynamic Buyer Panel discussion. Attendees will have the opportunity to engage with industry experts, including

Patrick Kelly of the Produce Industry Podcast, Javier Bautisa of Northgate Markets, Andy Hamilton of Markon and Bryan Presley of Albertsons. This panel promises to offer invaluable insights into the latest trends, challenges and opportunities in the fresh produce and floral industry.

"I'm beyond excited for my debut at the FPFC Expo," said Kelly. "I'm thrilled to be moderating the buyer panel at the Keynote Breakfast engaging thoughtful discussions on leadership, awareness, and insights with some of the industry's top buyers. It is an honor to be shaping the future of the produce industry through these conversations at the FPFC Expo!"

Another highlight will be an Exclusive Night Out at Splitsville on April 30 in Downtown Disney. This event is open to all exhibitors, retailer buyers, foodservice buyers and expo sponsors, providing a fantastic opportunity for networking and relaxation before the main event.

Registration for the 2024 FPFC Expo is now open. Visit <https://fpfc.swoogo.com/2024fpfcexpo/4436912> to register.

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