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FPFC holds 2024 expo in Anaheim

By

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The [Fresh Produce & Floral Council](#) held its 2024 Expo, Fresh Forward, on Wednesday, May 1, at the Anaheim Convention Center in Anaheim, CA. The day kicked off with the Keynote Breakfast, featuring the presentation of the prestigious Floral Achievement Award and the Norman H. (Buz) Bolstad Award. Chef Jeff Henderson, an award-winning celebrity chef and best-selling author, was the Celebrity Keynote speaker. The show floor was a packed with exhibitors and retailers throughout the day.

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