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**IFPA launches into 2025 with new strategic plan, new roles**

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Doug Bohr

The International Fresh Produce Association kicked off 2025 by jumping into the newly announced 2025-27 strategic plan, which also included new leadership roles to best position IFPA and The Foundation in support of the upcoming work.

The strategic plan was first announced at the Global Produce & Floral Show in Atlanta during Tammy DeBoer's 2025 Chair Remarks. DeBoer, president of Harris Teeter, will serve as the 2025 chair of the board of directors and will focus much of her tenure on supporting the execution of year one of the new plan which includes three main pillars:

- **Worldwide Influence:** IFPA will grow the industry's advocacy network and impact around the globe to address top-level issues for the industry.
- **Personalized Experience:** IFPA will create a community of members that find personalized experiences tailored to their business needs and those of their organizations.
- **Future Proofing the Industry:** IFPA will drive consumption by actively seeking innovation and resources that enable the industry to be prosperous and relevant to consumers in the future.



Lauren M. Scott

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“These strategic pillars, as identified by Tammy and a task force of board members, are critical to our industry’s future prosperity,” said IFPA CEO, Cathy Burns. “The world is changing quickly, and our success requires that we are recognized, valued and impactful on a global stage, that we are relevant and essential to consumers across the world, and that our members are engaged and connected on a personal level with the work we do.”

To deliver on the strategic plan, IFPA has also announced some role changes that will build capacity and prioritize focus on key parts of the organization. Doug Bohr, formerly chief education and program officer, will assume the role of chief strategy and program officer. Bohr’s new role will align the strategy, events, education and marketing teams. Lauren M. Scott, formerly chief strategy officer, will become the first president of The Foundation for Fresh Produce.

“Our entire staff is dedicated to achieving these goals and our new structure supports these efforts,” said Burns. “As the Association moves forward, we must also ensure The Foundation for Fresh Produce is positioned to achieve transformative growth. I’m thrilled that Lauren will lend her leadership and vision as the first president of The Foundation.”

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