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Women's Fresh Perspectives Conference looks to a prosperous future

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The [International Fresh Produce Association](#) recently concluded another inspiring Women's Fresh Perspectives Conference, having sold out for the third year in a row. Industry leaders, including 137 first-time attendees, gathered to foster professional growth, leadership development and meaningful connections. The event brought together dynamic speakers, scholarship participants and women from across the fresh produce and floral supply chain to engage in thought-provoking discussions on self-awareness, work-life balance and career advancement.

"This year's conference focused on mutual professional and personal growth by creating a forum for powerful conversations around leading for impact, authenticity, and embracing opportunities," said Cathy Burns, CEO of IFPA. "For many women it was a reset that focused on empowering them to bring their true, genuine selves to the workplace to make a positive impact and influence. Based on the time I spent with the attendees, the future of the industry is very bright!"

Throughout the event, attendees engaged in keynote presentations, interactive workshops and mentorship sessions, all designed to inspire and equip them with tools to navigate their professional and personal journeys.

Key Takeaways from the Conference:

- Encouraging Self-Awareness – Speakers emphasized the importance of recognizing personal strengths and values to grow both professionally and personally.
- Cherishing Simplicity & Work-Life Balance – Sessions focused on strategies to prioritize well-being, manage stress and find fulfillment in daily routines.
- Fostering a Supportive Environment – The event reinforced the importance of mentorship, sponsorship and networking in advancing women's careers in the fresh produce industry.

"As one of the 10 women who was originally tasked with drafting the concept of Women's Fresh Perspectives, I am so proud of the evolution of this incredible event," said Jill Overdorf, president of The Produce Ambassador LLC. "First held in 2012, the conference has grown into a must-attend event for early and middle management and the senior team members who support them. The networking, mentoring, learning and collaboration that happen in three short days strengthens and builds the professional connectivity of women in the produce and floral industries."

IFPA welcomed Lexi Bonner of Elephant House PR, the recipient of the Frieda Rapoport Caplan

Women's Fresh Perspectives Scholarship. Through the generosity of the Caplan family, she was able to attend, learn and grow within this network of inspiring women. Bonner and all attendees will continue to be supported through IFPA's other Women's Fresh Perspectives and leadership development opportunities, ensuring their professional development extends far beyond the conference

The momentum from the Women's Fresh Perspectives Conference doesn't stop here. IFPA remains committed to providing year-round opportunities for women to connect, learn, and lead.

For more information and events empowering women, explore the [IFPA Women's Portfolio](#).

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