



NEWS RELEASE

For Immediate Release, May 11, 2015

Contact: Mary Coppola
mcoppola@unitedfresh.org
202-303-3425

Karen Caplan to Be Honored at 2015 Reception Honoring Women in Produce

WASHINGTON, D.C. (May 8, 2015) – Karen Caplan, President & CEO at Frieda’s, Inc., headquartered in Los Alamitos, California, and the first female chairperson of the United Fresh Board of Directors, will be the honoree and featured speaker at the Reception Honoring Women in Produce, Tuesday, June 9, at United Fresh 2015 in Chicago.

Held each year in conjunction with the United Fresh convention and expo, the Reception Honoring Women in Produce recognizes the contributions of all women working in the produce industry, and selects one individual to share their personal experience of service. The featured speaker is selected from nominations submitted by United Fresh members across the industry and reviewed by a committee of her peers, including honorees from the past 18 years.

“Karen has dedicated her career not only to the advancement of fresh produce, but she also serves as a role model for women in the business world.” said United Fresh President and CEO Tom Stenzel. “Her engagement of women entrepreneurs and small and family-owned businesses spotlights her dedication to the success of the fresh produce industry.

As the daughter of entrepreneur Dr. Frieda Caplan, founder of Frieda’s Inc., Karen began working with produce at the age of 10. Learning the business from the ground up, Karen has worked in just about every department at the company, from packing boxes to sales and marketing. In 1986, at age 30, Karen was promoted to President and CEO of the company. In 1990, Karen and her sister, Jackie Caplan Wiggins, purchased the company from their mother. Karen’s vision and leadership propelled Frieda’s Inc. to the forefront of the produce industry as the nation’s leading marketer and distributor of specialty produce.

“It is such an honor to be selected as this year’s Women in Produce Honoree and to be nominated by my industry peers is the greatest compliment,” said Caplan. “I am inspired daily by all the women in produce who have gone before me as well as all the rising stars who will be our leaders of tomorrow!”

Karen will join a distinguished group of past honorees, including:

- Dan’l Mackey Almy, DMA Solutions, Inc.

- Tonya Antle, Tanimura & Antle
- Frieda Rapoport Caplan, Frieda's Inc.
- Margaret D'Arrigo , Taylor Farms, Inc.
- Jan DeLyser, California Avocado Commission
- Jan Fleming, Strube Celery & Vegetable Company
- Janice Honigberg, Sun Belle, Inc.
- Lorri Koster, Mann Packing Company
- Lisa McNeece, Grimmway Enterprises Inc.
- Teri Miller, Delhaize America
- Kathleen Nave, California Table Grape Commission
- Dr. Martha Rhodes-Roberts, University of Florida, Institute of Food and Agricultural Sciences
- Steffanie Smith, Colorful Harvest, LLC
- Heather Shavey, Costco Wholesale
- Mayda Sotomayor-Kirk, Seald Sweet International
- Rosemary Talley, Talley Farms
- Jenney Tenney, The Kroger Company

The Reception Honoring Women in Produce is one of the most popular networking events at the United Fresh annual convention. Tickets are required for the event, and are included in the [United Fresh 2015 convention package](#) or [All Access Package](#). For more information about the reception, contact Jessica Mosley, United Fresh Director of Education, at jmosley@unitedfresh.org or 202-303-3417.

###

About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.