

Spirit of generosity alive at FPFC luncheon

BY TOM FIELDING

NORWALK, CA — The Fresh Produce & Floral Council luncheon to benefit City of Hope took place Aug. 13, here, and it once again showed the generous spirit of the produce and floral industry.

Through raffle ticket sales and rebate programs, the Produce/Floral Division of the Food Industries Circle donated \$180,000 to City of Hope, the Duarte, CA, hospital that provides cutting-edge care to patients with life-threatening diseases.

Jim Lee of Stater Bros. Markets was emcee for the luncheon, which attracts a huge crowd of retailers, wholesalers and other industry professionals to the annual event, held this year at the Norwalk Marriott.

Marty Craner of B&C Fresh Sales was awarded the Spirit of Hope Award in recognition of her outstanding professional and philanthropic achievements and commitment to save and improve lives.



Westlake Produce Co. was one of the major donors to City of Hope. Shown are Bill Brooks of Westlake, Mike Yuro of K.V. Mart, Cheryl Kennick of City of Hope, Jeff Miller of Westlake, Kent Kuwata of Smart & Final and Rob McDougall of Gelson's/Mayfair Markets.



Jim Lee of Stater Bros. Markets, who served as master of ceremonies for the luncheon, with Juanita Gaglio of Sun World International.



Carl Clark of Apio and Dave Ackerman of Ralphs.



Brian Campos of Borg Produce Sales and Nancy Betancourt of Tavilla Sales Co. of Los Angeles.



Bob Harada of Stater Bros. Markets with Kelly Morgan of Albert's Organics.



Casey Smith and Jasmine Pharis of Polymer Logistics.



Dan Boyes and Tom Roberts of Dole Fresh Fruit Co., Chris Boyd of Dole Fresh Vegetables and Silvia Marjoram of American Business Bank.