fpfc
FreshProduce
&FloralCouncil

2027

MEMBERSHIP INFORMATION

Join a community dedicated to advancing the fresh produce and floral industries on the west coast.



www.fpfc.org | info@fpfc.org

JOIN THE FPFC COMMUNITY

About the Fresh Produce & Floral Council

The Fresh Produce & Floral Council (FPFC) is a leading regional trade association connecting all sectors of the fresh produce and floral industries across California and the Western United States. For over 60 years, FPFC has fostered collaboration, education, and growth among retailers, wholesalers, growers, shippers, and service providers. Through networking opportunities, professional development programs, and advocacy efforts, FPFC provides members with the tools and connections needed to thrive in a competitive and ever-evolving marketplace.

Why Join FPFC

FPFC membership opens the door to a vibrant network of professionals shaping the future of the fresh produce and floral industries. Members gain access to exclusive networking events, educational programs, and industry insights designed to foster both personal and professional growth. Whether you're looking to expand your business connections, stay ahead of market trends, or engage in meaningful advocacy, FPFC provides the platform and community to help you succeed. Joining FPFC means becoming part of a trusted, collaborative network committed to strengthening and advancing our industry together

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WHO SHOULD JOIN?

FPFC membership brings together every link in the fresh produce and floral supply chain. Whether you grow, distribute, sell, or support the industry, there's a place for you in our thriving community.

Brokers
Build stronger relationships and expand your client network through exclusive access to key decision-makers across the produce and floral supply chain.

Distributors
Stay connected with retailers, growers, and suppliers to discover new business opportunities and strengthen your market presence.

Food Service Operators
Connect directly with top growers, shippers, and distributors to source the freshest products and stay ahead of consumer trends.

Growers
Showcase your products, gain valuable industry insights, and build partnerships that help bring your harvest to more markets.

Honorary Members
Continue your legacy of leadership and remain engaged with the next generation of produce and floral professionals.

Logistics Providers
Network with businesses that depend on your expertise to keep products moving efficiently from field to store.

Packaging Companies
Share innovations and solutions that help members enhance quality, safety, and sustainability throughout the supply chain.

Retailers
Gain access to suppliers, distributors, and growers to strengthen sourcing relationships and stay informed on industry developments.

Staff Members
Engage in professional development, connect with peers, and expand your understanding of the broader industry.

Support Services
From marketing to technology, your expertise helps members succeed—join FPFC to connect your services with businesses that need them.

Transportation Companies
Build relationships with shippers and distributors who rely on dependable partners to deliver fresh products on time.

Wholesalers
Expand your network, discover new products, and collaborate with growers and retailers to meet customer demands more effectively

AND MORE!

Whether your work touches the industry directly or supports it behind the scenes, FPFC membership offers the connections and community to help you grow.

BENEFITS

A Stronger, More Connected Future Starts Here

In 2027, FPFC members benefit from a broader range of educational programs, a renewed advocacy initiative, enhanced event experiences, and exclusive partnerships across the produce and floral industries.

Premiere Networking Events

Experience dynamic events that bring together every corner of the industry. From the Annual Dinner Dance and Holiday Showcase to our regional luncheons, FPFC events provide invaluable opportunities to expand your supplier base, connect with decision-makers, and grow your business.

Educational Opportunities

Gain insights from experts addressing today's most pressing industry issues including labor, consumer trends, technology, food safety, and more. FPFC members enjoy both in-person and virtual sessions that prepare you to adapt and thrive in a rapidly changing marketplace.

Policy and Legislative Information

Stay informed on the issues that shape our industry. FPFC delivers timely updates and advocacy resources to help members understand and influence policies impacting fresh produce and floral businesses across the Western U.S.

Promotional Opportunities

Stand out in front of key audiences by sponsoring FPFC events. Only members can showcase their products and services through sponsorships, gaining visibility with retailers, food service operators, and other industry leaders.

Career Development

FPFC is committed to developing the next generation of industry leaders. Members can participate in committees, contribute to event planning, and gain valuable experience in leadership, marketing, and collaboration. Members can also nominate team members for our yearlong, cohort-based apprenticeship program featuring expert-led modules, field tours, and hands-on professional development.

Strategic Partnerships & Floral Member Advantage

Unlock exclusive value through our network of industry leaders. FPFC members gain access to specialized resources, advocacy, and significant cost savings:

- CalFlowers Membership: Floral members receive full CalFlowers benefits at a reduced rate, including deep discounts on major shipping carriers, exclusive airline rates, Constant Contact marketing, and premium directory placement.
- American Floral Alliance: A collaborative partnership for technical assistance that also provides education and resources for members.
- The Produce News: Access premier media coverage and the latest industry insights.
- Justsayit.com: Leverage innovative communication and engagement platforms.

INVESTMENT

Invest in the Future of Your Business and Our Industry

FPFC membership is an investment in growth, connection, and industry leadership. For 2027, all memberships renew on a calendar-year basis, with dues set to reflect company size and capacity. Members who want to deepen their involvement can also choose an annual partnership, which is entirely voluntary.

2027 Annual Membership

Produce companies: by annual gross sales

Under $50 million	**$2,595 per year**
$50 million to $500 million	**$3,995 per year**
Over $500 million	**$4,995 per year**

Floral companies: by annual gross sales

Under $5 million	**$1,495 per year**
Over $5 million	**$3,395 per year**

This structure ensures equitable access to FPFC's expanding suite of benefits, including enhanced educational programming, advocacy initiatives, event innovations, and valuable industry partnerships.

2027 Annual Partnerships

Entirely voluntary. No member is required to take a partnership at any level, and nothing a member receives today depends on one. Dues buy full membership on their own.

Council Partner
$1,500

- Company name on the Council website and in the member directory, all year
- Recognition in member communications throughout 2027
- One social media feature
- Priority window to select Showcase booth space before general release

Sustaining Partner
$3,500

Everything in Council, plus:

- Logo rather than name — website, newsletters, event programs
- Member spotlight in a Council newsletter
- First refusal on the same booth location next year
- Priority selection on Dinner Dance table placement

Leadership Partner
$6,000

Everything in Sustaining, plus:

- Two seats at the Dinner Dance VIP reception
- First refusal on one nominated event sponsorship, held before it goes to market
- Speaking or panel slot at a regional luncheon
- Recognition from the podium at every Council event

Booths, tables, tickets and event sponsorships remain on sale at list price to every member, partner or not.

Retailer Membership

Qualified retailers, produce and floral buyers, and food service organizations receive complimentary access to all FPFC events. Reimbursement for qualified travel (flights, rental cars, and gas) and lodging is also included.

Ready to Join?

We'd love to welcome you to the FPFC community! Membership gives you access to exclusive events, educational programs, and connections that help your business grow. Scan the QR code to join today and become part of a network that's shaping the future of fresh.