

do it with **passion** or not at all.

the frieda's story

Here at Frieda's Specialty Produce, we've always been different, just like our products. Genuine, spirited, forward-thinking, family-first people. It's who we are and who we've always been, ever since our trailblazing founder **Dr. Frieda Rapoport Caplan** first introduced the kiwifruit to the U.S. in 1962.

Innovation and authenticity are deeply rooted here at Frieda's. After all, our family's been inspiring new food experiences with oh-so-good-for-you specialty fruits and veggies for more than 50 years.

Frieda's two daughters, **Karen Caplan** and **Jackie Caplan Wiggins**, head up the family company and the third generation, Karen's eldest daughter **Alex Jackson Berkley**, has linked in too. (Why, yes, we are WBENC certified!) We market and distribute an amazing variety of fruits, vegetables, and gourmet items in our ongoing quest to change the way America eats. From sunny, beach-strewn Orange County, California, we distribute to supermarkets, foodservice companies, and wholesalers all across the continent.

We're family and friends with heart, who work hard, play fair, and laugh a lot.

We care about the foods we put in our bodies, and we care about the land and the people who grow our food. We've learned that diversity is nature's way of ensuring a healthy planet, and diversity in fresh fruits and vegetables helps us nourish body and soul. We are committed to delivering the highest quality produce while minimizing our impact on the environment — from the field to the supermarket. If it's good for the earth, it's good for us.

Good food equals joy. We believe that inspiration is only an ingredient away.

And there's always something fresh and new to discover...



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karen caplan

PRESIDENT AND CEO

Karen Caplan knows jack...fruit, among many other exotic fruits and vegetables. After all, produce is in her blood.

The eldest daughter of produce trailblazer Dr. Frieda Rapoport Caplan, founder of Frieda's Specialty Produce and the first woman to own a produce company in the U.S., Karen graduated from UC Davis with a Bachelor of Science in Agricultural Economics and Business Management, and entered into the family business.

Now the co-owner, president, and CEO of Frieda's, Karen is a produce industry leader. She was the first female chairperson of the United Fresh Produce Association and the first female president of the Southern California-based Fresh Produce & Floral Council. She has served on numerous boards and leadership positions, including as chairman and vice chairman of the USDA Fruit & Vegetable Industry Advisory Committee and board member of the Federal Reserve Bank, Los Angeles chapter. Karen currently serves on the boards of California Agricultural Leadership Foundation, UC Davis Agricultural Issues Center, United Fresh Start Foundation, and Second Harvest Food Bank of Orange County. She is also the vice president of The Trusteeship, an international women's foundation, and on the CSU-Cal Poly Pomona Dean's Advisory Board.



Karen is a frequent keynote speaker and panelist on leadership, innovation, and produce trends. She also writes a weekly blog, "[What's on Karen's Plate?](#)". Connect with Karen on Twitter [@Karen_Kiwi](#) and on [LinkedIn](#).



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jackie caplan wiggins

VICE PRESIDENT AND COO

As a teenager, **Jackie Caplan Wiggins** spent her summers working at her mom's produce stand on the L.A. Wholesale Produce Market. Her extensive knowledge of the produce industry and the company's inner workings paved the way for her success today as the co-owner, vice president, and COO of Frieda's Specialty Produce.

The youngest daughter of produce trailblazer Dr. Frieda Rapoport Caplan, founder of Frieda's, Jackie joined the family business in 1983. She was in the inaugural class of the United Fresh Produce Association's Produce Industry Leadership Program in 1995, and in 2014 she received the Timothy Vaux Outstanding Alumni Leadership Award, which honors individual graduates of the program. In 2017 she was selected as one of the Women of Influence by the Shelby Report.



Jackie has also been a part of the Produce Marketing Association's Produce Leadership Symposium and its Exposition Committee, and has served on the board of United Fresh's Educational Foundation. She is currently a board member of United Fresh and vice chair of its Wholesaler-Distributor Board.

Jackie has a Bachelor of Science degree in Business Administration from San Diego State University and is a five-year breast cancer survivor and mentor to other women in various stages of their diagnosis.



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frieda rapoport caplan, ph.d.

FOUNDER

“Success came because I never saw obstacles,” says **Dr. Frieda Rapoport Caplan** in the 2015 documentary film “Fear No Fruit” about her life as a produce industry trailblazer. Frieda chose not to see any obstacles in 1962 when she became the first woman in the U.S. to own and operate a produce company on the all-male Los Angeles Wholesale Produce Market. She saw no roadblocks when she began buying and selling then unusual and new-to-market specialties like brown mushrooms, Sunchokes®, and spaghetti squash. She feared no fruit when she brought the first load of fuzzy brown kiwifruit in from New Zealand. That grit and determination earned Frieda the title “Queen of Kiwifruit” for her successful introduction of kiwifruit to the American market.



The company went on to inspire new food experiences for chefs and home cooks by introducing more than 200 exotic fruits and vegetables over the years, including dragon fruit, habanero peppers, jicama, and Stokes Purple® sweet potatoes.

Frieda’s daughters, Karen Caplan and Jackie Caplan Wiggins, bought the company in 1990. Now in her 90s, Frieda still comes to the office four days a week, occasionally checking in on her daughters and granddaughter Alex Jackson Berkley in the sales department.



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alex jackson berkley

SENIOR ACCOUNT MANAGER

The granddaughter of Frieda's Specialty Produce founder Dr. Frieda Rapoport Caplan and the eldest daughter of CEO Karen Caplan, **Alex Jackson Berkley** joined the company in 2011 after graduating from George Mason University, making Frieda's a three-generation family-business success story.

Alex started in Frieda's marketing department before moving into the sales department in 2014 as an account manager and was promoted to senior account manager a year later. In 2014 at age 24, Alex was the youngest produce professional to graduate from the United Fresh Leadership Program Class. That same year, Alex earned a certificate of Produce Executive Development from Cornell University's Food Industry Management Program.



Alex currently serves as a member of the Produce Marketing Association's Women's Fresh Perspectives Advisory Committee and was co-chair from 2015 to 2017. She also serves on the Board of Trustees of the Westerly School of Long Beach, a California K-8 non-denominational private school.



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