

# jackie caplan wiggins

FRIEDA'S FORMER VICE PRESIDENT AND  
CAO

The youngest daughter of produce trailblazer Dr. Frieda Rapoport Caplan, late founder of Frieda's Branded Produce, **Jackie Caplan Wiggins** started with the family business stuffing envelopes at the age of 10. She spent the summers of her teen years 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 former co-owner, vice president, and CAO of Frieda's.

After graduating with a Bachelor of Science degree in Business Administration from San Diego State University, Jackie traveled the world for three years before returning to the family business.



Beginning in sales, Jackie worked with buyers on the L.A. Wholesale Produce Market and supermarket retail buyers across the country. In 1990 Jackie and sister, Karen Caplan, purchased the company from their mother. Five years later, Jackie was selected for the inaugural class of the United Fresh Produce Association's Produce Industry Leadership Program. The groundbreaking program selected 12 representatives from across the county to develop future leaders for the industry. Jackie was soon conducting sales for the majority of Frieda's key accounts, and in 2004 stepped into the role of retail sales manager. In 2008, Jackie became business development manager, and four years later, chief operations officer.

In 2014 Jackie was the recipient of the Timothy Vaux Outstanding Alumni Leadership Award, which honors individual graduates of the United Fresh leadership program, and in 2017 she was selected as one of the Women of Influence by the Shelby Report and the Packer 25 Profiles in Leadership. Jackie has also participated in the Produce Marketing Association's Produce Leadership Symposium and its Exposition Committee, and has served on the board of the United Fresh Produce Association Educational Foundation. She is currently a board member of the United Fresh Produce Association, and is the chair of its Wholesaler-Distributor Board.

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**frieda's**  
branded produce

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As a recent breast cancer survivor (2011) and mentor to other women in various stages of their diagnosis, Jackie has found helping others rewarding.

Jackie lives in Long Beach, California, and at her local gym. She can also be found cheering on LA Galaxy soccer with her husband, Doug, or spending time with her adult children Rachel and Franklin.



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