

frieda's[®]
branded produce

media kit

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

the frieda's story

Here at Frieda's Branded Produce, we've always been different, just like our products. Genuine, spirited, forward-thinking people. It's who we are and who we've always been, ever since our late 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, we've been inspiring new food experiences with oh-so-good-for-you branded fruits and veggies for more than 60 years.

Frieda's two daughters, **Karen Caplan** and **Jackie Caplan Wiggins**, formerly worked within the company and Karen's daughter, **Alex Jackson**, linked in and remains in a leadership role. And as of January 2023, Frieda's was acquired by Legacy Farms. We market and distribute an amazing variety of fruits, vegetables, and gourmet items in our ongoing quest to change the way America eats. Based in the sunny, beach-strewn Orange County, California, you can find Frieda's products at supermarkets, foodservice companies, and wholesalers all across the continent.

We're invigorating 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 the 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...

frieda rapoport caplan, ph.d.

FRIEDA'S LATE FOUNDER

[Download Frieda's Bio](#)

“Success came because I never saw obstacles,” said **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 in 1962.



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

In 1979 Frieda was the first woman to receive The Packer’s “Produce Man of the Year” award, which she handed back to the organizer. The award was soon renamed “The Produce Marketer of the Year,” and she received a new plaque with that title. She has received numerous awards and honors for her achievements over the years, including an honorary Doctorate of Humane Letters from CSU-Cal Poly San Luis Obispo for her achievements as one of the nation’s most successful female entrepreneurs.

- more -

Other recognitions include:

- 2019: Recipient of the Center for Growing Talent Catalyst Award presented at the annual Product Marketing Association Convention
- 2015: Frieda's Hometown of Los Alamitos, California, proclaimed October 15th "Frieda Rapoport Caplan Day" to commemorate Frieda's hard work and dedication to the produce industry and the city of Los Alamitos.
- 2013: Gold Stevie® Award for Lifetime Achievement for Women in Business.
- 1990: Los Angeles Times "A Dozen Who Shaped the 80s" article published, in which Frieda's profile appeared alongside Steve Jobs, Michael Eisner, and Jane Fonda.
- 1986: The first recipient of the Harriet Alger Award from Working Woman magazine for being a remarkable entrepreneurial role model for women.

Frieda and her late husband, Al, were founding members of Temple Beth David of Orange County. She had been an active member of the Los Angeles chapter of the International Women's Forum. She served a six-year term on the University of California's Presidential Advisory Commission on Agriculture and Natural Resources. Frieda also served on the Board of Dramatic Results, a nonprofit agency that solves educational challenges by providing integrated arts programs to students and teachers in over 40 public school campuses in California, Oregon, and Alaska.

Frieda's daughters, Karen Caplan and Jackie Caplan Wiggins, bought the company in 1990 then sold the company to Legacy Produce in January of 2023.

Up until 2019, Frieda still came into the office four days a week. Frieda passed away in her Los Alamitos home on Saturday, January 18, 2020 at the age of 96.

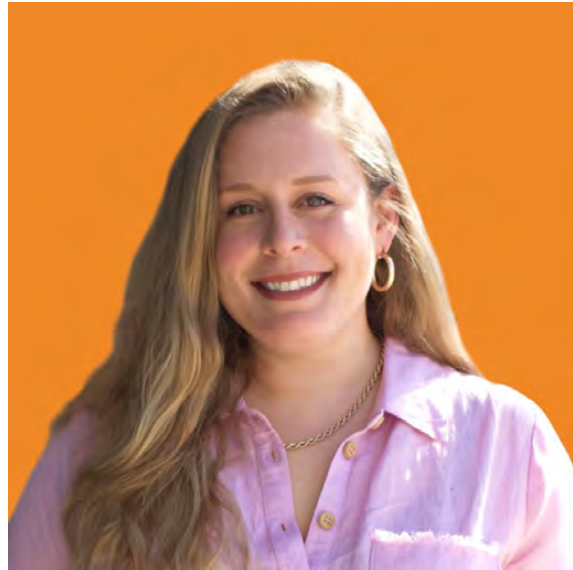
alex jackson

FRIEDA'S VP OF SALES & PROCUREMENT

[Download Alex's Bio](#)

Alex Jackson, the eldest granddaughter of Frieda's Branded Produce founder Dr. Frieda Rapoport Caplan, attended her first produce trade show at age 2 in a stroller. Naturally, produce is in her blood.

Alex joined the company in 2011 after graduating from George Mason University, making Frieda's a three-generation family-business success story. She started in Frieda's marketing department, then moved into the sales department in 2014 as an account manager. After devoting several years in sales leadership roles, Alex was promoted to Director of Sales and Procurement. In 2023, the 61-year-old family business was acquired by Legacy Farms, LLC naming Alex as Frieda's Vice President of Sales and Procurement.



In 2014, Alex was accepted into the United Fresh Leadership Program Class 20, along with 11 other produce industry leaders. At 24, she was the youngest professional to be accepted into the program. That same year, Alex earned a certificate of Produce Executive Development from Cornell University's Food Industry Management Program.

In 2017, Alex was named one of the "40 Under 40" by Produce Business Magazine for her success and leadership in the produce industry. In 2022, she was recognized as one of Progressive Grocer's GenNext class of Future Leaders under forty.

Alex served as a member of the Produce Marketing Association's Women's Fresh Perspectives Advisory Committee and was co-chair from 2015 to 2017. She has served on the Board of Trustees of the Westerly School of Long Beach, a California K-8 non-denominational private school, since 2012 and is currently Vice Chair and Chair-Elect. She currently serves as the Fresh Produce Floral Council Luncheon Committee Chair.

A millennial foodie, Alex loves experimenting with new produce at home and traveling the world. She lives in Los Angeles with her son Eli and dog Kiwi.

photo library

[Frieda's Headshot](#)

[Alex's Headshot](#)