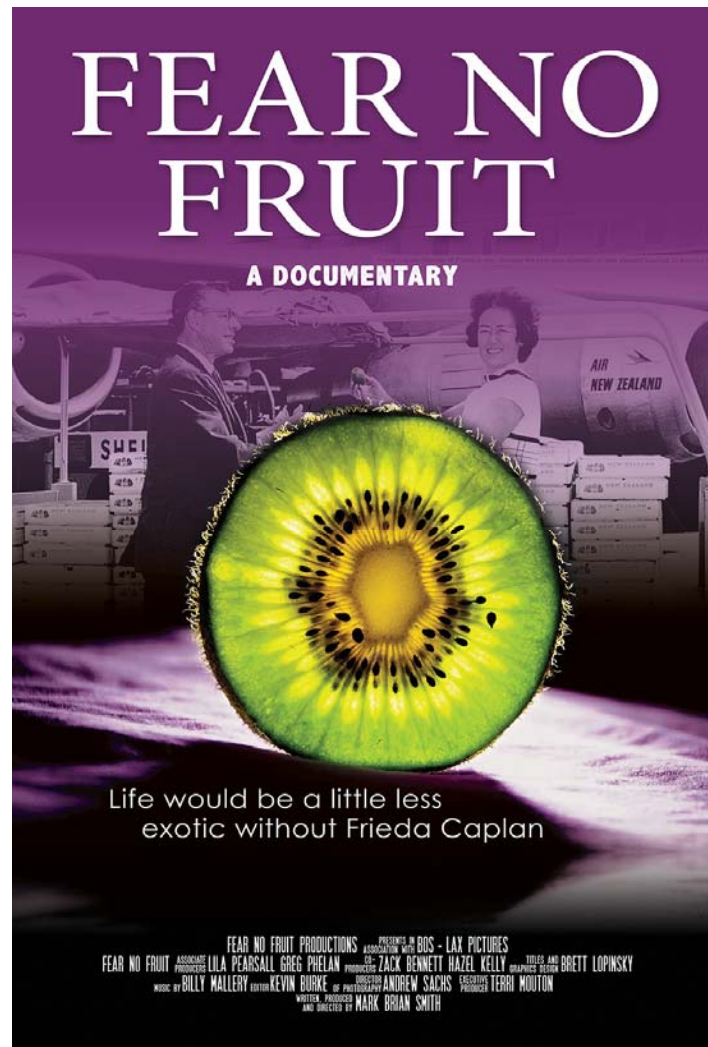


FILM TITLE

Fear No Fruit

Feature documentary



www.FearNoFruit.com

Running time: 96 minutes

* Official Selection: 2015 San Luis Obispo International Film Festival

Publicity

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LOG LINE

Fear No Fruit chronicles Frieda Caplan's rise from being the first woman entrepreneur on the Los Angeles Wholesale Produce Market in the 1960s, to transforming American cuisine by introducing over 200 exotic fruits and vegetables to U.S. supermarkets. Still an inspiration at 91, Frieda's daughters and granddaughter carry on the business legacy.

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TECHNICAL INFO

ORIGINAL CUT - TRT: 96 minutes

Exhibition Format: DVD, Blu-Ray, HDCAM

Color, English

SYNOPSIS SHORT

Frieda Caplan, "The Queen of Kiwi," was the first woman to own a business on the L.A. Wholesale Produce Market in the 1960s. Over the past 50 plus years, Frieda's company has introduced more than 200 exotic fruits and vegetables to the U.S., transforming the supermarket produce department. The film chronicles Frieda's rise against the odds, introducing the Kiwifruit to America in 1962, taking the business to the next level with her two daughters at the helm, and establishing her impact on American cuisine. Set in California -- from the farm to the supermarket -- Fear No Fruit climaxes in San Luis Obispo at California Polytechnic State University, where a tireless 91-year-old Frieda receives an honorary doctorate, inspiring an audience of 30,000.

SYNOPSIS LONG

FEAR NO FRUIT chronicles the colorful and layered history of Frieda Caplan, a.k.a. “The Queen of Kiwi.” The first woman to start her own company in a man’s world on the L.A. Wholesale Produce Market in the early 1960s, Frieda defied the odds during the “Mad Men” era and saw no obstacles. With her daughters Karen and Jackie now at the helm as President/CEO and Vice President/COO, Frieda’s business is responsible for helping introduce over 200 exotic fruits and vegetables to the U.S. marketplace from every corner of the world. Tireless at 91 years old and still in the office five days a week, Frieda is an inspiration.

Born in the 1920s and living in Southern California her entire lifetime, Frieda attended UCLA for the duration of World War II before becoming a working mother. Her desire to breastfeed her first daughter, Karen, lead her to look for part-time work on the downtown L.A. market. Through her sheer tenacity and bold risk taking, she transitioned from bookkeeping to selling fresh mushrooms, a specialty at that time, often making deliveries with her own station wagon. After the Los Angeles Times published an article about her as a woman selling on the market, she soon became the “go to” person for anything out of the ordinary and hard to find, embracing that challenge by opening her own doors on the market and beginning her own business – and the rest is history.

After the groundbreaking introduction of the New Zealand Kiwifruit in 1962, the first new commercial fruit in the U.S. since the banana in the late 1800s, Frieda and her daughters transformed American cuisine and the supermarket produce department as we know it today. When Frieda’s oldest daughter Karen became president in 1986, the company’s sales volume more than doubled in less than 5 years, taking the Frieda’s brand to an entirely new level. Often compared to renowned celebrity chef and former friend Julia Child, Frieda revolutionized the produce industry, changing the landscape and perception the way Julia did for French cooking in America. Both Julia and Frieda had a hand in the birth of the California Cuisine movement in the early 1980s, which quickly spread throughout the country.

In the mid-1970s Frieda became a local celebrity as “The Green Grocer” on KABC TV, reporting live from the downtown L.A. market. Frieda was named Entrepreneur of the Year by Working Women Magazine, was highlighted in People & Time magazines, and then named one of “A Dozen Who Shaped the 80s” by the Los Angeles Times, appearing alongside Michael Eisner, Jane Fonda and Steve Jobs.

Frieda’s ongoing mission is to change the way America eats fruits and vegetables and to “eat one fruit a day that scares you,” knowing there are an estimated 20,000 to 80,000 undiscovered edible crops still to be found throughout the world – so their quest will never cease. Today’s U.S. produce department, the gateway to any supermarket, carries an average of 600 different items. Frieda’s stamp is monumental and her ability and skill to market these strange, misunderstood and often scary fruits and vegetables has been unparalleled.

Filmed in numerous cities and farmland in Southern and Central California, the documentary explores her daily business operation, influence and relationship with her peers in the produce industry, the growers she directly works with, celebrity chefs that have boldly incorporated her items, food journalists who help her source and market items, consulting scientists, and local politicians. It delves into how shopping patterns and eating habits have evolved and devolved, the rise and competition of Farmers Markets and the global influence of the Santa Monica Farmers Market where Frieda Caplan is a legend. With the ongoing threat and rise of childhood obesity, climate change and the current historic 2013-2014 California drought, their mission is challenged daily.

Frieda has resided in Los Alamitos, CA, in the same suburban home for almost 60 years, where her daughters Karen and Jackie grew up. With her granddaughter and roommate Alex now by her side, at home and in the office, Frieda's Inc. has become a multi-generational business – women owned and women run. At 91, Frieda's energy and passion for family, work and positive change is inspiring. She continues to be an activist and stays politically involved with a true zest for life.

The story climaxes with Frieda accepting an Honorary Doctorate at the 2014 graduation ceremony for California Polytechnic State University in San Luis Obispo, CA. There she addresses 30,000 attendees and graduates, honoring her life's work that continues to evolve.

This is the 2nd feature documentary film from writer, producer, director Mark Brian Smith, who World Premiered OVERNIGHT at the Sundance International Film Festival in 2004. FEAR NO FRUIT was filmed on a limited budget of under \$100,000 and tight and accelerated shooting schedule of 10 days over the spring of 2014. #FearNoFruit

ABOUT THE DIRECTOR

Mark Brian Smith

Director, Producer, Writer



A native from the southern coast of Maine and a graduate of NYU Film School, Mark is a writer, producer, photographer, cinematographer and director, based in Los Angeles since the early 1990s. As founding member of Black & White Pictures and BOS-LAX Pictures, he specializes in the world of documentary features and unscripted television, developing and producing original programming. He debuted his 2004 feature *Overnight* at the Sundance International Film Festival, which Ebert & Roeper placed in their Top 5 Documentaries of the Year. *Fear No Fruit* marks his second feature directorial effort. He's currently completing his sixth feature screenplay and continues prepping television projects to go into further development, including an original docu-series that follows players and their teams on The PGA Tour. Mark is also a member of The 4260 B&W Photographers Guild, a group devoted to shooting, preserving and showcasing works in the medium of B&W film and the art of the silver gelatin print.

ABOUT FRIEDA CAPLAN

Frieda Rapoport Caplan, Ph.D.

Founder & Chairman of the Board, Frieda's Inc.



In 1962, Frieda Caplan established **Frieda's Finest/Produce Specialties Inc.** on the male-dominated Los Angeles Wholesale Produce Market. At that time, Frieda was one of very few women in the produce industry, and was the first to own and operate a U.S. produce business. She debuted with a purple sign, which later became the company's signature color, and her premier product was fresh brown mushrooms – an unusual specialty at that time. She quickly developed a reputation for buying and selling new and unusual produce specialties.

Frieda's marketing abilities were recognized worldwide after her success in introducing and promoting the Kiwifruit, earning her the title, "Queen of Kiwi." Her influence extends beyond Kiwifruit. Her ability to create consumer demand for unusual foods has helped Frieda and her daughters make success stories out of many more items, including Sugar Snap Peas™, Hothouse Cucumbers, Habanero Chiles and Kiwano® Melons.

Frieda has received numerous awards and honors for her achievements.

- In 1979, Frieda was the first woman to receive The Packer's "Produce Man of the Year" award. She handed back the traditional plaque back and the award was soon renamed

“The Produce Marketer of the Year.” She received a new plaque with the new title shortly after.

- In 1975, Frieda starred as the original Green Grocer on ABC-TV’s Channel 7 Eyewitness News in Los Angeles.
- In 1986, Frieda was the first recipient of the Harriet Alger Award from *Working Woman* magazine for being a remarkable entrepreneurial role model for women.
- In 1990, The Los Angeles Times named Frieda one of 12 Southern California business personalities who shaped the course of American business in the 1980s (also included were Michael Eisner and Jane Fonda).
- In 2013, Frieda was selected as the Gold Stevie® Award winner for Lifetime Achievement in Business at the 2013 Stevie Awards for Women in Business.
- In 2014, Frieda was awarded an honorary degree of Doctor of Humane Letters during Cal Poly San Luis Obispo’s commencement ceremony for her achievement as one of the nation’s most successful female entrepreneurs.

CREDITS

Fear No Fruit Productions Presents

In Association with BOS – LAX Pictures

Fear No Fruit

Associate Producers

Lila Pearsall

Greg Phelan

Co-Producers

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Billy Mallery

Editor

Kevin Burke

Director of Photography

Andrew Sachs

Executive Producer

Terri Mouton

Written, Produced & Directed by

Mark Brian Smith

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