

For fresh fruit and vegetable marketing and distribution in Asia



By Liam O'Callaghan

Thursday 19th December 2019, 0:49 GMT

## California Fresh Fruit Association adds trade director



Caroline Stringer has been appointed as the new director of trade for the association

**T**he California Fresh Fruit Association (CFFA) has announced the appointment of Caroline Stringer as its new director of trade.

Stringer comes to the association after serving as a public affairs representative at Pacific Gas & Electric. Prior to that role, Stringer served as the senior specialist on global, technical and regulatory affairs for the California Almond Board.

Randy Giumarra, chair of CFFA's board, welcomed Stringer to the association.

"We are very pleased that Caroline has agreed to become part of the team

at CFFA. Her personal background and education, as well as her extensive experience working in the area of trade will bring immense value to our membership," said Giumarra

Ian LeMay, president of CFFA, said Stringer would provide great value to the members of the CFFA.

"We are extremely fortunate to have Caroline joining the CFAA team. The issues of trade ad access in foreign markets is of paramount importance to our membership, possibly not more than ever," said LeMay.

"Caroline brings an extensive educational and professional

background to this position and we are excited to see the work she does on our members' behalf. We believe Caroline is a natural fit along with our current staff to continue to bring value to CFFA members and to serve the California fresh fruit industry."

Stringer is a graduate of San Francisco State University where she earned a bachelor's degree in International Relations. She also earned a Master of Arts in International Trade Policy from the Monterey Institute of International studies.

The CFAA represents growers, packers and shippers of Californian table grapes, blueberries, kiwifruit, pomegranates, apple and pears.