klepfish samuel
Form 4
May 25, 2011

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person *
klepfish samuel

(Last) (First) (Middle)

3845 BECK BLVD, SUITE 805

(Street)

NAPLES, FL 34114

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
INNOVATIVE FOOD HOLDINGS INC [IVFH]

3. Date of Earliest Transaction (Month/Day/Year)
05/23/2006

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)
__X__ Director
_____ 10% Owner
__X__ Officer (give title below)
_____ Other (specify below)
CEO

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ Form filed by One Reporting Person
___ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	05/23/2006		A		350,000	A	$ 0.005	350,000	D	
Common Stock (4)	12/31/2009		A		910,000	A	$ 0.005	1,260,000	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(*e.g.*, puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amou Underlying Secur (Instr. 3 and 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Am Nu Sha
Options	$ 0.005	11/20/2006		A		5,000,000		11/20/2006	11/20/2011	Common Stock	5,0
Options	$ 0.005	01/22/2008		A		5,000,000		(3)	03/31/2013	Common Stock	5,0
Conversion Right (1)	$ 0.005	11/01/2006		A		900,000		11/01/2006	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	12/01/2006		A		900,000		12/01/2006	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	01/01/2007		A		900,000		01/01/2007	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	02/01/2007		A		900,000		02/01/2007	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	03/01/2007		A		900,000		03/01/2007	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	04/01/2007		A		900,000		04/01/2007	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	05/01/2007		A		900,000		05/01/2007	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	06/01/2007		A		900,000		06/01/2007	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	07/01/2007		A		900,000		07/01/2007	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	08/01/2007		A		900,000		08/01/2007	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	09/01/2007		A		900,000		09/01/2007	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	10/01/2007		A		900,000		10/01/2007	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	11/01/2007		A		900,000		11/01/2007	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	12/01/2007		A		900,000		12/01/2007	(2)	Common Stock	9

Conversion Right (1)	$ 0.005	01/01/2008	A	900,000	01/01/2008	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	02/01/2008	A	900,000	02/01/2008	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	03/01/2008	A	900,000	03/01/2008	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	04/01/2008	A	900,000	04/01/2008	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	05/01/2008	A	900,000	05/01/2008	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	06/01/2008	A	900,000	06/01/2008	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	07/01/2008	A	900,000	07/01/2008	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	08/01/2008	A	900,000	08/01/2008	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	09/01/2008	A	900,000	09/01/2008	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	10/01/2008	A	900,000	10/01/2008	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	11/01/2008	A	900,000	11/01/2008	(2)	Common Stock	9
Conversion Right (1)	$ 0.005	12/01/2008	A	900,000	12/01/2008	(2)	Common Stock	9

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
klepfish samuel 3845 BECK BLVD SUITE 805 NAPLES, FL 34114	X		CEO	

Signatures

/s/ Samuel Klepfish	05/25/2011
**Signature of Reporting Person	Date

Explanation of Responses:

***** If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

****** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) The derivative securities reported hereby represent unpaid and accrued salary in the amount of $4,500 which the Reporting Person may convert at any time, in his sole discretion, into shares of the Registrant's common stock at a conversion price of $0.005 per share (subject to adjustment for stock splits, etc.) or an aggregate of 900,000 shares.

(2) Convertible as long as the related liability remains outstanding.

(3) This option vested on December 1, 2008.

(4) Common stock shares committed to be issued, not issued as of March 31, 2011.

(5) Issued pursuant to compensation agreements.

Remarks:

THIS FORM 4 IS CONTINUED ON THE FORM 4 FILED IMMEDIATELY AFTER THIS FORM 4. THE FILINGS WERE

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