

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

SCHEDULE 13G

Under the Securities Exchange Act of 1934
(Amendment No. _____)*

INNOVATIVE FOOD HOLDINGS, INC.
(Name of Issuer)

Common Stock
(Title of Class of Securities)

45772H202
(CUSIP Number)

September 4, 2013
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

1. Names of Reporting Persons.
I.R.S. Identification Nos. of above persons (entities only).

Ian J. Cassel

2. Check the Appropriate Box if a Member of a Group (See Instructions):

(a) _____
(b) _____

3. SEC Use Only

4. Citizenship or Place of Organization United States

Number of Shares Beneficially Owned by Each Reporting Person With

5. Sole Voting Power	337,491
6. Shared Voting Power	-0-
7. Sole Dispositive Power	337,491
8. Shared Dispositive Power	-0-

9. Aggregate Amount Beneficially Owned by Each Reporting Person

337,491

10. Check if the Aggregate Amount in Row 9. Excludes Certain Shares [] (See Instructions)

11. Percent of Class Represented by Amount in 5.3%
Row 9.

12. Type of Reporting Person (See Instructions) IN

Item 1.

(a) Name of Issuer:

Innovative Food Holdings, Inc.

(b) Address of Issuer's Principal Executive Offices:

26411 Race Track Rd., Bonita Springs, FL 34135

Item 2.

(a) Name of Person Filing: **Ian J. Cassel**

(b) Address of Principal Business Office or, if none, Residence:

221 Fieldcrest Lane, Ephrata, PA 17522

(c) Citizenship: **United States**

(d) Title of Class of Securities: **Common Stock, par value \$0.0001 per share**

(e) CUSIP Number: **45772H202**

Item 3. Not Applicable

Item 4. Ownership

(a)	Amount beneficially owned:	337,491
(b)	Percent of class:	5.3%
(c)	(i) Sole power to vote or to direct the vote	337,491
	(ii) Shared power to vote or to direct the vote	-0-
	(iii) Sole power to dispose or to direct the disposition of	337,491
	(iv) Shared power to dispose or to direct the disposition	-0-
	of	

Item 5. Ownership of Five Percent or Less of a Class

Not Applicable

Item 6. Ownership of More than Five Percent on Behalf of Another Person

Not Applicable

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company

Not Applicable

Item 8. Identification and Classification of Members of the Group

Not Applicable

Item 9. Notice of Dissolution of Group

Not Applicable

Item Certification
10.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect, other than activities solely in connection with a nomination under § 240.14a-11.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: September 9, 2013

Signature: */s/ Ian J. Cassel*