



News Release

For Immediate Release, April 2, 2010

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United Fresh Announces Nominations for New Board Officers and Directors for 2010-2011

WASHINGTON, D.C. - Chairman of the Board Development Committee Tom Lovelace, McEntire Produce, has announced the slate of new officers and directors nominated to serve on the United Fresh Board of Directors, effective at its April 20, 2010 meeting in Las Vegas.

Ascending to Chairman of the Board is **Steffanie Smith**, CEO of River Point Farms LLC, Hermiston, OR. Steffanie was named CEO of River Point Farms in October 2007 after serving as president of the Deli/Prepared Foods Division of Taylor Farms, one of the largest fresh-cut vegetable suppliers to the foodservice industry. Prior to that she served as president of Pacific Pre-cut Produce for 10 years before it was acquired by Taylor Farms in August 2005. Steffanie worked at National Pre-Cut Produce in the early days of the bagged salad industry from 1993-1995, focusing on sales and marketing, and learning the operations side of the fresh-cut business. Before moving to Salinas in 1993, she worked on the staff of United Fresh Produce Association (formerly United Fresh Fruit & Vegetable Association), making her the first former staff member to ever become Chairman of the Board of the association. Steffanie received her bachelor's degree in Political Science from University of California, Los Angeles.

Nominated as Chairman-Elect is **Reggie Griffin**, Corporate Vice President, Produce & Floral Merchandising & Procurement, The Kroger Company, Cincinnati, OH. Reggie began his career at Kroger in 1969, working part-time as a produce clerk and bagger while attending college. He joined the company's management training program in 1972, and since moved upward in responsibility in produce, merchandising, and operations during posts in Paris and Memphis, TN; Murray, KY; Houston, Corpus Christi and Dallas, TX; and Los Angeles, CA, before becoming corporate director of produce & floral in the Cincinnati headquarters office in 1999. Griffin is a past chairman of the Produce for Better Health Foundation, past president of the Houston Fruit and Vegetable Association, and past member of the Board of the Produce

Marketing Association. Reggie earned his bachelor's degree in marketing from Memphis State University.

Current Chairman, **Jim Lemke**, Senior Vice President, C. H. Robinson Worldwide, Inc., will move to the position of Immediate Past Chairman, and remain on the Board and the Executive Committee.

Mike Cavallero, President, North America Tropical Fresh Fruit, Dole Food Company, will continue to serve in an ongoing term as Secretary-Treasurer.

The following industry leaders have been nominated to serve as new members of the United Fresh Board for a two-year term beginning April 2010:

- **Will Steele**, President and CEO, Frontera Produce LTD, Edinburg, TX, is nominated to serve as Vice Chairman of the Grower-Shipper Board. Will has been a partner in Frontera Produce from its inception, serving as general partner with his father Jim Steele prior to assuming full responsibility for the company in 2007. Will has been an active leader in the Texas Produce Association and served on various committees of the Produce Marketing Association. Prior to joining the company in 1992, Will was a police officer in his hometown of Edinburg. He earned his bachelor's degree from Texas State University in San Marcos, TX.
- **Ron Carkoski**, President and CEO, Four Seasons Produce, Inc., Ephrata, PA, is nominated to serve as Vice Chairman of the Wholesaler-Distributor Board. Ron joined Four Seasons Produce in 1994 as director of procurement, after almost 20 years in the produce business with Gateway Foods/Scrivner, Carpenter Cook Company, and Gamble Robinson Co. He progressed to vice president at Four Seasons, and was named CEO in 2001. He is nominated to his second term on the United Fresh Board, previously serving from 2003-2007. He is a member of the Board of Directors of the Produce for Better Health Foundation. Ron received his bachelor's degree in music education from St. Norbert College, De Pere, WI.
- **Randy Scott**, Category Manager, Food Lion LLC, is nominated to serve as Vice Chairman of the Retail-Foodservice Board. Randy has 27 years experience in the retail business. He joined Food Lion in 1991, where he has held roles as procurement manager and produce buyer. He currently serves as a member of the United Fresh Retail-Foodservice Board, and was co-chairman of United Fresh 2009 convention.
- **Walter Ram**, Vice President Food Safety, The Giumarra Companies, Nogales, AZ, is nominated to serve as Chairman of the Food Safety & Technology Council, on which he presently serves as Vice Chairman. Walter joined Giumarra in 1995, and was previously with the Engebretson-Grupe Co. from 1981-1995. He has served on the Board of Directors of the Fresh Produce Association of the Americas from 1998-2009 and the steering committee of the National Mango Board. Walter is a frequent adviser to government agencies in the area of food safety, food defense, and preventing agroterrorism.
- **Paddy Callaghan**, Chairman, Nature's Best Ltd., Drogheda, County Louth, Ireland, founded Nature's Best in 1997 when he began growing bean sprouts near his home in Dublin. Today, the company has grown to become the country's market leader in produce-based chilled convenience foods, employing a staff of 200. In February 2010, Nature's Best received the supreme award for Innovation and Trend Spotting from among 160 entrants

in the Irish Bord Bia Marketplace exhibition in Dublin. Paddy studied mechanical engineering in college, and spent his early career in the design and construction of large steam generating boilers and power station construction. He currently serves as a member of the United Fresh Global Advisory Council.

- **Emily Fragoso**, Marketing Manager, Coast Produce Company, Los Angeles, CA, has been instrumental in developing marketing programs for this full-service produce wholesaler since joining the company two years ago. She was previously with the Fresh Produce & Floral Council, where she served as membership development director, vice president, and then executive vice president. Emily received her bachelor's degree in communications and her master's degree in American Studies from California State University-Fullerton. She currently serves as a member of the United Fresh Wholesaler-Distributor Board and the United Fresh Member Relations Task Force.
- **Dan'l Mackey Almy**, President and Managing Partner, DMA Solutions, Inc., Irving, TX, founded DMA Solutions in 2004 after 10 years of progressive experience in produce marketing as director of marketing at Standard Fruit & Vegetable and later vice president at Del Monte Fresh Produce. At Del Monte, Dan'l was responsible for overseeing the Walmart and Sam's Club business for North America. DMA Solutions implements customized business solutions and marketing initiatives for its fresh produce industry clients. Dan'l currently serves on the PMA/PACK Family Fund Advisory Board, the PMA Foundation for Industry Talent Campaign Committee, the PMA Packaging Council, and the United Fresh Wholesaler-Distributor Board. In 2009, she was honored as the Outstanding Alumni member by her colleagues in the United Fresh Produce Industry Leadership Program Alumni Organization. She received her bachelor's degree in agriculture business from Texas A&M University.
- **Roger Pepperl**, Marketing Director, Stemilt Growers Inc., Wenatchee, WA, has more than 30 years experience in fresh produce, having served the last 10 years at Stemilt following 21 years at Meijer Inc. in produce procurement and merchandising. Stemilt has received numerous awards during Roger's tenure as marketing director, from the Produce for Better Health Foundation, Produce Marketing Association, Produce Business, and several individual retail customers. He is currently a member of the PBH Executive Committee, and a member of the United Fresh Grower-Shipper Board. Roger received his bachelor's degree in horticulture and business from Michigan State University.
- **Bruce Peterson**, President, Peterson Insights, Inc., Bentonville, AR, is a 39-year produce industry veteran, beginning his career bagging groceries in his hometown of Detroit, MI. Bruce founded Peterson Insights to help fresh food companies navigate today's complex challenges. He is best known for his 17-year career at Walmart, where he began work as Produce Director in 1991 after being interviewed by Sam Walton. During his career, Bruce helped the company grow from six to more than 2,300 Supercenters, open 117 Neighborhood Markets, and establish 42 food distribution centers. In 1998, Bruce was named Senior Vice President of Perishables. Bruce also served as Chairman of the WalPac Advisory Group, Walmart's Political Action Committee, and represented the company in Washington, DC advocating on a variety of public policy and agricultural issues. In 2007, he retired from Walmart and later joined Naturipe Foods LLC as President and CEO. Bruce was named Produce Marketer of the Year by The Packer in 1997, and Perishable Executive of the Year by Grocery Business magazine in 2001. He also served as Chairman of the Board of Directors of the Produce Marketing Association in 2002, and is currently a guest lecturer at six major universities.

- **Ivan Tarriba**, Owner-Director, Farmer's Best International LLC, Culiacán, Sinaloa, Mexico, heads Grupo Ceuta, which includes Farmer's Best as its sales and distribution company, as well as a transportation company and several growing operations in Mexico that produce vegetables, table grapes and mangos. Ivan has been with the business since 1986, after completing university studies in industrial engineering at the Instituto Tecnológico y de Estudios Superiores de Monterrey in Monterrey, Mexico, and a master's degree in science at the Universidad de Waterloo in Waterloo, Canada.
- **Greg Wohlleb**, Vice President, Processor Division Packaging of North America, Bunzl Distribution, Inc., Louisville, KY, joined the company in 2005, after a long career in food manufacturing, retail and marketing. He served as Vice President/General Manager of Besco Products (food manufacturing) and previously as Bakery and Deli Director at Supervalu. He also formed three start-up companies before joining Bunzl. Greg has served on the Board of the International Dairy Deli Bakery Association, Young Presidents Organization Bluegrass Region, and the Louisville Chamber of Commerce. He received his bachelor's degree in economics from Bellarmine University, and his MBA in finance from Xavier University.

Current Board members nominated to new positions of service leading market segment boards are:

- Chairman, Grower-Shipper Board – **Fred Williamson**, Andrew & Williamson Fresh Produce.
- Chairman, Wholesaler-Distributor Board – **Brendan Comito**, Capital City Fruit Company, Inc.
- Chairman, Retail-Foodservice Board – **Mitch Smith**, McDonald's Corporation.

The following officers of Market Segment Boards and Councils will continue service on the Board:

- Chairman, Fresh-Cut Processor Board – **Ron Midyett**, Apio Inc.
- Vice Chairman, Fresh-Cut Processor Board – **Jan Berk**, San Miguel Produce.
- Global Advisory Council Chairman – **David Barney**, Bakkavor.
- Supply Chain Logistics Council Chairman – **David Dever**, Pandol Brothers Inc.
- Nutrition & Health Council Chairman – **Ashley Rawl**, Walter P. Rawl & Sons, Inc.
- Government Relations Council – **Barry Bedwell**, California Grape & Tree Fruit League.

The following current At-Large Board Members will continue service on the Board:

Mike Celani, Ready Pac Produce; **John Chrosniak**, DuPont Crop Protection; **Tony DiMare**, DiMare Company; **Charles Hall**, Georgia Fruit & Vegetable Growers Association; **Roger Harkrider**, H-E-B; **Brent Harrison**, Al Harrison Co. Distributors; **Ana Hooper**, Darden Restaurants; **Brian Kocher**, Chiquita Brands International; **Lorri Koster**, Mann Packing Company; **David Krause**, Paramount Citrus Association; **Mike Martin**, Rio Queen, Inc.; **Phil Muir**, Muir Copper Canyon Farms; **Mark Murai**, California Strawberry Commission; **Doug Riley**, Hy-Vee, Inc.; **John Smith**, Bayer Crop Science; **Rick Urschel**, Urschel Laboratories; **Geoff White**, Safeway, Inc.; and **Jackson Woodward**, Horton Fruit Company.

"In total, the slate of nominees for our consolidated Board of Directors, together with our returning Board members and new officers, makes this a tremendously diverse

and skilled set of leaders to represent our entire industry and guide our association in the year ahead,” said Board Development Committee Chairman Tom Lovelace.

Board members concluding service at the April meeting include:

- **Tom Lovelace**, McEntire Produce, who served as Chairman of the Board in 2008-2009, and this past year as Immediate Past Chairman.
- **Al Vangelos**, Sun World International LLC, who served as Chairman of the Grower-Shipper Board..
- **Matthew D’Arrigo**, D’Arrigo Brothers Company of New York, who served as Chairman of the Wholesaler-Distributor Board.
- **Dr. Barry Eisenberg**, River Ranch Fresh Foods, who served as Chairman of the Food Safety & Technology Council.

Also concluding service are at-large Board members **Nelia Alamo**, Gills Onions; **Peter John Condakes**, Peter Condakes Co.; **Pete Donlon**, Earthbound Farm; **Robin Poynton**, One Harvest; **Alan Temple**, B&W Quality Growers; and **Alessandro Turatti**, Turatti.

“I’d like to personally thank those leaders who are concluding their service at this meeting,” said United Fresh President Tom Stenzel. “They have contributed greatly to our industry’s success in so many ways, and we appreciate the time and resources they have given to serve our industry.”

“I’d also like to thank Tom Lovelace and Board Development Committee members Fred Williamson, Jan Berk, Brendan Comito, Mitch Smith, Mike Cavallero, Steffanie Smith and Jim Lemke for their work this year in nominating an outstanding individual in Reggie Griffin to serve as Chairman-Elect, as well as a slate of great new Board members. We recognize that the strength of our association comes from strong representation of our membership across the total supply chain, bringing together an exceptional group of industry leaders to serve our industry.”

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United Fresh Produce Association is the pre-eminent trade association for the produce industry in managing critical public policy issues; shaping legislative and regulatory action; providing scientific and technical leadership in food safety, quality assurance, nutrition and health; and developing educational programs and business opportunities for members to better meet consumer needs for increased consumption of fresh produce. Founded in 1904, United Fresh represents the interests of member companies from small family businesses to the largest international corporations throughout the global fresh produce supply chain, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. For more information, visit www.unitedfresh.org