



## NEWS RELEASE

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### United Fresh Announces New Board of Directors

WASHINGTON, D.C. (March 20, 2015) – United Fresh Immediate Past Chairman Ron Midyett, Apio, Inc., has announced the slate of new officers and directors nominated to serve on the United Fresh Produce Association Board of Directors, effective at its April 29, 2015 meeting in White Sulphur Springs, West Virginia.

Ascending to Chairman of the Board is **Brian W. Kocher**, Interim Chief Executive Officer, Chiquita, Charlotte, NC. Brian currently serves as Chairman-Elect of the Board. Brian joined Chiquita in 2005, became president of North America in 2007, and has served in several positions since that time. Most recently he was Executive Vice President and Chief Operating Officer, after his role as Chief Financial Officer responsible for all aspects of the company's financial operations worldwide. Brian also served as President, Europe & the Middle East, for Chiquita Brands International, Inc. In that role, he was responsible for leading the company's operations throughout the region, including bananas, other produce and diversified value-added products. He previously served as Vice President, Controller and Chief Accounting Officer and has more than 20 years of accounting, sales, finance and business process change expertise, including his previous work experience at General Electric and PricewaterhouseCoopers. Brian earned his bachelor's degree in accounting from Ohio University.

Nominated as Chairman-Elect is **Tony Freytag**, Senior Vice President, Sales & Marketing, Crunch Pak Sliced Apples, Cashmere, WA. Tony and his two partners started Crunch Pak with an idea for creating healthy snacking by preserving fresh-cut apples that he tested in his home kitchen. Originally from Austin, Texas, Tony attended the University of Texas. His professional career in produce began with Naumes, Inc., of Medford, Oregon in 1997 where the idea of sliced apples was first introduced. Tony has been named one of the fresh produce industry's top 25 most influential leaders by *The Packer* magazine, and in 2014 was recognized as The Packer's Man of the Year. He joined the United Fresh Board in 2011, most recently serving as the Chairman of the Fresh-Cut Processor Board. Tony will assume the Chairmanship of United Fresh in 2016.

Nominated to Secretary Treasurer is **Lisa Strube**, Director of Finance & Administration for Strube Celery & Vegetable Company. Lisa joined the Board in 2011 and most recently served as the Chairman of the Wholesaler Distributor Board.

Current United Chairman of the Board **Ron Carkoski**, President & CEO for Four Seasons Family of Companies, will move to the position of Immediate Past Chairman and remain on the Board and the Executive Committee.

The following industry leaders have been nominated to serve as new members of the United Fresh Board for a two-year term beginning April 2015:

**Brian Antle**, Harvest Manager, Tanimura & Antle, Salinas, CA is a 4<sup>th</sup> generation farmer who currently works on the family farm managing crop production. Brian developed a passion for farming early on in his life. He began working for the family business officially when he was 14 years old, and went on to graduate from Cal Poly San Luis Obispo in 2006 with an Agriculture Business degree. His favorite part about his job is working with both his actual family and the extended family that he has grown up with over the last 30 years. Brian most recently served as a member of United's Grower-Shipper Board, and is an alumnus of United's Produce Executive Development Program at Cornell University.

**Jackie Caplan Wiggins**, Vice President and COO, Frieda's, Inc., Los Alamitos, CA, is the daughter of Frieda Caplan, founder of Frieda's Inc. Jackie got her start in produce while stuffing envelopes with friends at age 10. By age 15 she was spending her summers working at the Frieda's stall at the L.A. Produce Market, and at 25, she officially started work for the family business. In 1990, she and her sister Karen gained ownership of the company. Jackie has served in myriad roles with the company, ultimately taking on the role of COO in 2012. Jackie is a graduate of the inaugural class of United's Produce Industry Leadership Program. She has served on United's Research & Education Foundation Board, PMA's Exposition Committee, and in 2011 she joined United's Wholesaler Distributor Board. Jackie earned her B.S. in Business Administration with a concentration in Marketing at San Diego State University. Jackie has been nominated as Vice Chairman of the Wholesaler-Distributor Board.

**Suresh DeCosta**, Manager Quality Systems for U.S. Supply Chain Management, McDonald's Corporation, Oakbrook, IL, manages food safety and quality for vegetables, fruit and coffee. He works closely with supplier-partners to drive system improvements in food safety and quality. Suresh has broad industry experience including beverage formulation, food irradiation, and Good Agricultural Practices related to food safety, fresh fruit, and vegetable processing. In 2008, he joined United's Food Safety and Technology Council. In 2010, he was nominated to lead the Council's Technical Working Group for standard harmonization of Good Agricultural Practices and the following year received United's Technical Award in recognition of his leadership. Suresh is also the recipient of McDonald's Corporation Presidents Award and the Global Supply Chain Leadership Award for his contributions to McDonald's USA. Suresh received a M.S. in Food Science from Chapman University and a B.S. in Environmental Science from Slippery Rock University.

**Bret Erickson**, President and CEO, Texas International Produce Association in Mission, Texas is a native of McAllen, TX. He attended Texas Tech University and obtained his B.S. in Agricultural & Applied Economics and later enrolled in the MBA program at the University of Texas Pan American. From 1999-2008, Bret worked as an Agronomist for DuPont Pioneer Hi-Bred, and in 2008 he relocated to Hawaii where he served as a Plant Operations Manager. Three years later, Bret returned to Texas to work with Texas Citrus Mutual and the Texas Vegetable Association. In 2012, he was named President & CEO of the Texas International Produce Association. In addition to TIPPA, Bret is also Manager for the South Texas Onion Committee and the Texas Produce Policy Council. Bret serves on the USDA Agricultural Trade Advisory Committee, the Board for the Canadian Fruit & Vegetable DRC, the Border Trade Alliance, and United's Government Relations Council.

**Bob Mast**, President, Columbia Marketing International (CMI), Wenatchee, WA, has over 30 years experience on both the retail and supply side of the business. After graduating from Arizona State University with a B.S. in Management, Bob worked for Kroger, moving up as produce manager, regional supervisor, buyer, category manager and assistant director. In 2003, he took the role of VP Marketing at CMI and 10 years later was promoted to President. Bob serves as a member of the PEIB Council for PMA, Washington State Horticultural Association, as well as a Director for the Washington Apple Education Foundation, and Washington Apple Commission. He is also an apple and cherry grower in the Columbia Basin in Washington State.

**Michael Muzyk**, President, Baldor Specialty Foods, Inc, Bronx, NY, spent the first part of his career as a CIA-trained chef. He discovered his love for cooking in high school working in the kitchen of a children's camp and through the inspiration of a family member, he enrolled in the Culinary Institute of America in Hyde Park. Upon graduating, he worked as a chef in various businesses around the country. In 1991, he

made a career change to the supply side of the foodservice business. Four years later, he joined Baldor, quickly advancing through various positions until his present role as President. Michael recently served on United's Wholesaler Distributor Board. He is dedicated to giving back to the local community; he and the company are involved with local outreach organizations, such as Edible Schoolyard, City Harvest, City Meals-on-Wheels and NYC Foodbanks.

**Jason Pounds**, Partner, Hardie's Fresh Foods, Dallas, TX, serves as the Corporate Treasurer and Secretary. In his current role, he focuses on corporate governance, legal issues, mergers and acquisitions, and family estate planning. He is currently working on the existing estate plan structure to ensure success while the business transitions to the next generation. Jason graduated with a Liberal Arts degree from Southern Methodist University and started working in the fresh produce industry in 1993. He has served as a Director for PRO\*ACT, and in 2013 he became an inaugural member of United's Finance and Business Management Council.

**Howard Roeder**, President, Dole Fresh Vegetables, Monterey, CA, took on his current role in 2014. He previously held the position of Senior Vice President Finance for Dole Fresh Vegetables. Prior to joining Dole, Howard was the President of Herb Thyme Farms, and also served as the Chief Operating Officer at Ready Pac Foods. Earlier in his career, Howard served as President of several consumer product manufacturing and distribution companies and owned a start-up decorative home accessory import company.

**Dorn Wenninger**, Vice President, Produce and Floral, Walmart US, Bentonville, AR, joined the company in 2010 to open Walmart's Global Food Sourcing office in California. In 2012, he was promoted to his current role to lead produce for Walmart US. With over 20 years of global produce and agribusiness experience, Dorn has spent his professional career managing agricultural production, supply, logistics, sales buying operations, and retail. He brings a global perspective to Walmart, having worked 15 years outside the US in over 90 countries, including roles with PureCircle, Chiquita and Driscoll's. Dorn is bilingual in English and Spanish and holds a Masters degree in International Management from the Thunderbird Graduate School of International Management. He served on the Board of Amigos de las Americas, and in 2013 joined the Board of the Cobblestone Project.

**Ross Wileman**, Senior Vice President of Sales and Marketing, Mission Produce, Oxnard, CA, oversees all sales and marketing both domestically and internationally. Ross has been with Mission for 30 years. During his tenure, he has represented Mission Produce on the California Avocado Commission and has chaired the California Avocado Inspection Committee. Prior to joining Mission, he worked for Storer Broadcasting as the VP of Operations for more than 18 years. Ross attended Cal Poly Pomona before entering the military where he served his country as a helicopter pilot in Vietnam and as an instructor pilot. In addition to his role at Mission, Ross owns 30 acres of producing avocados.

**Charles Wingard**, Vice President of Field Operations, Walter P. Rawl & Sons, Inc., Pelion, SC, has worked in his family's business since graduating from Clemson University in 1987 where he earned a degree in Agricultural Economics. In his current role, he oversees vegetable production on approximately 4,000 acres of farmland in South Carolina, Florida and Mississippi. Charles is one of nine family members actively involved in day-to-day operations. He and his family are active in many industry groups, including the Farm Bureau, Harvest Hope Food Bank, and Future Farmers of America. Charles has been a member of United's Government Relations Council since 2007, and is nominated as the new Chairman of the Council.

Current Board members nominated to new positions of service on Market Segment Boards and Councils include:

- Chairman, Retail-Foodservice Board – **Greg Corrigan**, Raley's Family of Fine Stores
- Vice Chairman, Retail-Foodservice Board – **Susan Reimer Sifford**, Darden
- Chairman, Fresh-Cut Board – **Bob Swartwout**, Direct Advantage
- Vice Chairman, Fresh-Cut Processor Board – **Jim Catchot**, Renaissance Food Group
- Chairman, Wholesaler Distributor Board – **Bob Kirch**, Caito Foods Service

- Chairman, Produce Marketing & Merchandising Council – **Cindy Jewell**, California Giant Berry Farms

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

- Chairman, Supply Chain Logistics Council - **Kenny Lund**, Allen Lund Company, Inc.
- Chairman, Grower-Shipper Board – **Tom Deardorff II**, Deardorff Family Farms
- Vice Chairman, Grower-Shipper Board - **Bob Meek**, Wada Farms Marketing Group

The following At-Large Board Members will continue their service on the Board: **Bill Brim**, PFG Focus; **Bill Brooks**, Westlake Produce Company; **Mark Campion**, Taylor Farms, Inc; **Aaron Fox**, Fox Packaging; **Rudi Groppe**, Heinen Manufacturing International; **Fred Heptinstall**, IFCO Systems, N.A.; **Steve Jarzombek**, Roundy's Supermarkets, Inc.; **Carissa Mace**, Fresh Produce & Floral Council; **Paul Mastronardi**, Mastronardi Produce, Ltd.; **Lisa McNeece**, Grimmway Enterprises Inc.; **Bob Morrissey**, National Watermelon Association, Inc.; **Mike Orf**, Hy-Vee, Inc.; **Gordon Robertson**, Sun World International, LLC; **Rob Schrick**, Bayer CropScience; **Mike Spinazzola**, Diversified Restaurant Systems; and **Mario Steta**, Driscoll's.

“United Fresh has a strong history of bringing together members from all sectors of the industry to lead our association forward,” said United President and CEO Tom Stenzel. “This line-up of nominees for our consolidated Board of Directors, together with our returning Board members and new officers, makes a tremendously impressive slate of leaders who will ensure a powerful voice for our membership and our industry.”

Board members concluding service at the April 2015 meeting include: Immediate Past Chairman Ron Midyett, Apio, Inc.; Scott Danner, Premier Produce, who served as Chairman of the Finance & Business Management Council; Bob Elliott, Sunkist Growers, Inc., who served as Chairman of the Food Safety & Technology Council; David Hille, Cabbage, Inc.; John Keeling, National Potato Council, who served as Chairman of the Government Relations Council; Joe Klare, Castellini Company, LLC; Lorri Koster, Mann Packing Company, who served as Secretary-Treasurer; Angela Nardone, N2N Global; Roger Pepperl, Stemilt Growers, LLC, who served as Chairman of the Produce Marketing & Merchandising Council; Dave Russell, Del Monte Fresh Produce N.A., Inc.; Randy Scott, Delhaize America, who served as Chairman of the Retail-Foodservice Board, and Mike Wootton, Sunkist Growers.

“I’d like to personally thank Immediate Past Chairman Ron Midyett and Secretary-Treasurer Lorri Koster, who served with distinction as officers this year, and all of those Board members who are concluding their service at this upcoming meeting,” said Stenzel. “Our industry is ever-changing, and their contributions and thoughtful leadership have positively impacted our industry’s success and advanced our organization in so many ways. I’d also like to thank Ron Midyett and Board Development Committee members Ron Carkoski, Greg Corrigan, Brian Kocher, Lorri Koster, Bob Kirch, Bob Meek and Bob Swartwout for their work this year in nominating an impressive slate of officers and Board members. Their job is to help develop a strong and representative leadership on the Board for the coming years to drive our association forward, and I commend them to developing a slate of impressive industry leaders.”

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### **About United Fresh Produce Association**

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we

unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.