



FRUIT AND VEGETABLE INDUSTRY ADVISORY COMMITTEE

FVIAC MEMBER FACTSHEET

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PAUL LIGHTFOOT FVIAC CHAIR

Brightfarms Inc., Founder-President

- **Location:** New York
- **Affiliations:** Grower/Packer
- **Committee experience:** Member of Board of Directors of United Fresh Produce Association; Founder & Chairman CEA Food Safety Coalition; Member of United/PMA/FDA Romaine Food Safety Task Force

TOMMY WILKINS FVIAC VICE CHAIR

Grow Farms Texas, Director of Sales

- **Location:** Texas
- **Affiliation:** Retailer
- **Committee experience:** Texas International Produce Association; United Fresh Retail Foodservice Committee; Southeast Produce Council; Reappointed member of Fruit and Vegetable Industry Advisory Committee



JULIE E. MASSER BALLAY FVIAC SECRETARY

Sterman Masser Inc., Owner-Chief Financial Officer

- **Location:** Pennsylvania
- **Affiliations:** Grower/Packer/Shipper
- **Committee experience:** Pennsylvania Farm Bureau Schuylkill/Carbon County Director; Northeast Pennsylvania Manufacturers and Employers Association

BRET ERICKSON FVIAC REPRESENTATIVE

J&D Produce, Sr. Vice President for Business Affairs

- **Location:** Texas
- **Affiliation:** Grower/Packer/Shipper
- **Committee experience:** USDA ATAC for Fruits and Vegetables; Reappointed member of Fruit and Vegetable Industry Advisory Committee



BRIAN KIRSCHENMANN FVIAC REPRESENTATIVE

Kirschenmann Farms, Inc, Owner/CEO

- **Location:** California
- **Affiliation:** Grower/Packer/Shipper
- **Committee experience:** Kern County Farm Bureau, California Potato Research Advisory; Reappointed member of Fruit and Vegetable Industry Advisory Committee Board, United States Potato Board, USBP Chip Committee

CHARLES A. WINGARD FVIAC REPRESENTATIVE

Walter P. Rawl & Sons, Vice President, Field Operations

- **Location:** South Carolina
- **Affiliation:** Organic & conventional Grower/Processor
- **Committee experience:** Lexington County & South Carolina Farm Bureau Federation; American Farm Bureau Federation; United Fresh Produce Association; South Carolina Fruit, Vegetable, & Specialty Crop Association; Reappointed member of Fruit and Vegetable Industry Advisory Committee





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CINDY A. JEWELL FVIAC REPRESENTATIVE

Jewell Markerting, Owner

- **Location:** California
- **Affiliations:** Broker/Producer
- **Committee experience:** United Fresh Produce Association, Chairman of the Board, 2018-2019; Produce Marketing and Merchandising Council, Chairman, 2015-2017; Grower-Shipper Board, Member, 2014-2015

DAVID EINSTANDIG FVIAC REPRESENTATIVE

Mastronardi Produce-USA, Executive Vice President – General Counsel

- **Location:** Michigan
- **Affiliations:** Grower/Shipper/Packer
- **Committee experience:** Member, United Fresh Produce Association Government Relations Council (2019 to present); Member, Canadian Produce Marketing Association North American Trade Working Group (2018 to present)



DAVID SHERROD FVIAC REPRESENTATIVE

Southeast Produce Council Inc., President and Chief Executive

- **Location:** Georgia
- **Affiliations:** Farm Organization/Trade Association
- **Committee experience:** Produce Marketing Association; Texas International Produce Association; United Fresh Produce

DAVID AARON ZAPF FVIAC REPRESENTATIVE

Naturipe Value-Added Foods LLC, Value-Added Product Manager

- **Location:** Michigan
- **Affiliations:** Processor



DERRIN WHEELER FVIAC REPRESENTATIVE

MBG Marketing, Director of Sunbelt Business Unit

- **Location:** Georgia
- **Affiliation:** Cooperative
- **Committee experience:** Georgia Fruit and Vegetable Growers Assoc.; Reappointed member of Fruit and Vegetable Industry Advisory Committee

DONN ZEA FVIAC REPRESENTATIVE

California Dried Plum Board/Prune Marketing Committee, Executive Director

- **Location:** California
- **Affiliation:** Farm Organization/Trade Association
- **Committee experience:** International Nut & Dried Fruit Council; International Prune Assoc.; California Dried Fruit Coalition; California Specialty Crops Council; Board of Gov., Agricultural Research Initiative; Reappointed member of Fruit and Vegetable Industry Advisory Committee





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GEORGE F. HAMNER FVIAC REPRESENTATIVE



Indian River Exchange Packers Inc., President

- **Location:** Florida
- **Affiliations:** Grower/Packer/Shipper
- **Committee experience:** Citrus Admin. Committee (Past Chairman); Agricultural Advisory Committee to Atlanta Federal Reserve Board; Indian River County Planning and Zoning Commission (Past Chairman/Vice Chairman); USDA Partners in Quality Development Program – PIQ program development; Citrus Canker Task Force – Chaired Regulatory Issues

KELLY CARL (K.C.) ELY FVIAC REPRESENTATIVE

FreshPoint, Food Safety Manager

- **Location:** Oklahoma
- **Affiliation:** Distributor
- **Committee experience:** Oklahoma Food Service Advisory Committee; Reappointed member of Fruit and Vegetable Industry Advisory Committee



KARLA J. STOCKLI FVIAC REPRESENTATIVE



California Fig Advisory Board, Chief Executive Officer

- **Location:** California
- **Affiliations:** Farm Organization/Trade Association
- **Committee experience:** Ag Council of California; Madera/Fresno Farm Bureau; Produce for Better Health; American Marketing Assoc.; Institute of Food Technology; International Assoc. of Culinary Professionals; Research Chefs Associations; Future Farmers of America

KAY ELLIS RILEY FVIAC REPRESENTATIVE

Snaker River Produce Co. LLC., General Manager

- **Location:** Oregon
- **Affiliations:** Packer/Shipper
- **Committee experience:** Idaho Eastern Oregon Onion Committee; National Onion Association Ad hoc Committee for Food Safety



KILEY HARPER-LARSEN FVIAC REPRESENTATIVE



NK Lago Farms, LLC, Owner and Lead Consultant

- **Location:** Florida
- **Affiliation:** Grower
- **Committee experience:** American Farm Bureau Federation- National Food Safety Issues Advisory Committee; Florida Farm Bureau Federation - State F&V Advisory Committee Member; Reappointed member of Fruit and Vegetable Industry Advisory Committee

LISA A. FORD FVIAC REPRESENTATIVE

Publix Supermarkets, Fruits-Vegetables-Floral Quality Specialist

- **Location:** Florida
- **Affiliations:** Retailer





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MICHAEL JANIS FVIAC REPRESENTATIVE

San Francisco Wholesale Produce Market, General Manager

- **Location:** California
- **Affiliation:** Wholesaler/Distributor
- **Committee experience:** National Assoc. of Produce Market Managers; World Union of Wholesale Markets; Reappointed member of Fruit and Vegetable Industry Advisory Committee

PAUL PALMBY FVIAC REPRESENTATIVE

Seneca Foods Corporation, President & CEO

- **Location:** Wisconsin
- **Affiliation:** Processor
- **Committee experience:** Midwest Food Processors Assoc.; Northwest Food Processors Assoc.; Reappointed member of Fruit and Vegetable Industry Advisory Committee; American Frozen Food Institute



PAUL TEAGUE FVIAC REPRESENTATIVE

Teague Produce and Consulting Services, Owner

- **Location:** Arkansas
- **Affiliations:** Broker/Producer
- **Committee experience:** National Watermelon Research and Promotion Board; Missouri-Arkansas Watermelon Association; Texas Watermelon Association; Illianna Watermelon Association

READE SIEVERT FVIAC REPRESENTATIVE

Associated Wholesale Grocers, Vice President Corporate Produce

- **Location:** Kansas
- **Affiliation:** Retailer
- **Committee experience:** Reappointed member of Fruit and Vegetable Industry Advisory Committee



TOM LIPETZKY FVIAC REPRESENTATIVE

Colorado Department of Agriculture, Director, Marketing Program & Strategic Initiatives

- **Location:** Colorado
- **Affiliation:** State Dept. of Agriculture
- **Committee experience:** Colorado Fruit & Vegetable Growers Assoc.; Colorado Potato, Dry Bean, Sweet Corn Admin. Committees; Rocky Ford Growers Assoc.; North American Ag. Marketing Officials; Reappointed member of Fruit and Vegetable Industry Advisory Committee

TROY D. BLAND FVIAC REPRESENTATIVE

Bland Farms LLC, Chief Operating Officer

- **Location:** Georgia
- **Affiliations:** Grower/Packer/Shipper
- **Education:** University of Georgia,
- **Committee experience:** Vidalia Onion Committee; Georgia Fruit and Vegetable Growers Association

