

USDA FRUIT AND VEGETABLE INDUSTRY ADVISORY COMMITTEE

DATA REPORTING & ANALYSIS SUBCOMMITTEE

JULIE MASSER BALLAY FVIAC REPRESENTATIVE SUBCOMMITTEE LEAD

Vice-President/CFO of Stermann Masser, Inc.

- **Affiliations and Experience:** Growers/Producers/Shippers
- **Committee/Board Experience:** Pennsylvania Farm Bureau Schuylkill/Carbon County Director; American Farm Bureau Federation-Food Safety Issues Advisory Committee; Northeast Pennsylvania Manufacturers and Employers Association; Prior USDA FVIAC Representative



MORRIS HODGES FVIAC REPRESENTATIVE

Owner/Farm Manager of Morris Watermelon Farm LLC

- **Affiliations and Expertise:** Growers/Producers/Shippers
- **Committee/Board Experience:** Mississippi Department of Agricultural and Commerce; Mississippi Industrial Hemp Association



HAVEN BAKER FVIAC REPRESENTATIVE

Co-Founder and Chief Business Officer of Pairwise

- **Affiliations and Expertise:** Food Service/Retailer
- **Committee/Board Experience:** American Seed Trade Association (ASTA); Western Growers; International Fresh Produce Association (IFPA)



KAY SWARTZ-RENTZEL FVIAC CHAIR

Consultant for National Peach Council, US Sweet Potato Council & American Sweet Potato Marketing Institute

- **Affiliations and Expertise:** Industry Associations
- **Committee/Board Experience:** State Horticultural Association of PA; Specialty Crop Farm Bill Alliance Working Group for Nutrition and Rural Development; USDA NIFA SCRI Grant Reviewer; USDA FAS Agricultural Technical Advisory Committee for Trade - Fruit & Vegetable



NATHAN PUMPLIN FVIAC REPRESENTATIVE

President/CEO of Norfolk Healthy Produce, Inc

- **Affiliations and Expertise:** Food Service/Retailer
- **Committee/Board Expertise:** Yolo County Food Bank Volunteer; Collaborated with USDA on regulatory permitting of biotechnology research and commercialization

