

NATIONAL WATERMELON BOARD, ORLANDO, FL

Kenton Kidd has joined the merchandising representative team and will handle the West Coast region. He has spent more than 30 years in the grocery retail business working with large wholesale operations, including Nash Finch, Associated Grocers of Colorado and A&P. He is also past president of the California Apple Association and California Apple Commission.



DIAMOND FRUIT GROWERS, HOOD RIVER, OR

Stephen Ball has recently joined the sales staff. He will be working on the sales desk where he will be replacing Brian Lay, who will be retiring after nearly 40 years with Diamond. Ball has both retail and shipper experience, which gives him a broad perspective and helps him understand the needs of a wide-ranging base of customers.



JOSEPH MERCURIO PRODUCE CORP., COLUMBUS, OH

Frank Balassone is the new general manager. He was with IBM as business operations manager for 21 years and with Showa Aluminum Corp. of America as general manager for 11 years. Most recently he worked with Sequent. He will focus on reorganizing operations and developing the sales department with an emphasis on niche businesses and chains.



EUROPEAN VEGETABLE SPECIALTY FARMS, INC., SALINAS, CA

Tim Hayes has joined EVS as marketing manager. The fourth generation of an agricultural family, he has experience in farming, brokerage and sales. He has worked for P.O.V.E., Santa Maria Produce Marketing, Freitas Brothers Farms and his own marketing operation. His responsibilities will include expanding the marketing capability and product line.



A.M.S. EXOTIC, LLC, LOS ANGELES, CA

Vanessa Smith is a new sales associate. She has 16 years of experience in the food industry, primarily in the foodservice sector. Her experience includes customer service, purchasing, sales, logistics, accounting and shipping and receiving. She will work from the Los Angeles facility and focus on the expansion of the retail and foodservice business.



BOSKOVICH FARMS, OXNARD, CA

Mike O'Leary has been named vice president of sales & marketing, Fresh Cut Division. He joined the company in 1996 and was most recently director of sales and marketing for the Fresh Cut Division. He will oversee sales and marketing of all fresh-cut product and will head a strategic team of departments to help facilitate customer satisfaction and compliance.



Armando Bermudez is a new sales associate. He has more than 14 years experience in the grocery/produce industry. He began his career in the grocery business with Albertson's and later joined Ready Pac. He will be working from the Los Angeles facility and focusing on the expansion of the retail and foodservice business.



WESPAK SALES, DINUBA, CA

Sam Stewart (center) has joined the company and will be working with his grandfather Bill Stewart (left), a Wespak founding partner with over 50 years of experience, and his father Jim Stewart (right), who has over 30 years in the industry. Sam recently graduated from California Polytechnic State University and began his produce career on the central coast of California.



Donna Hazelton is a new sales associate. She has 25 years of produce industry, most recently with Advantage Sales & Marketing as business development manager for the produce business. She will be operating out of a satellite office in Livermore, CA, and will be responsible for the expansion and introduction of the Earth Exotic's retail products.



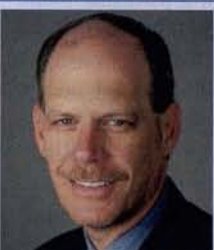
ALBERT'S ORGANICS, BRIDGEPORT, NJ

Lucinda Moeller has been appointed promotions manager. Her primary role will be to design and create marketing materials that will be used to support Albert's retailer sales and promotions efforts and will work in Albert's Asheville, NC, studio. She has a B.S. in engineering technology with an emphasis on design graphics, illustration and video and multimedia presentations.



SYSCO CORP., HOUSTON, TX

Richard J. Dachman has been named vice president produce. He most recently served as senior vice president for FreshPoint, Inc., a Sysco subsidiary. He began his produce career at his family-owned business, Perry's Produce Co. After its sale, he and his father opened a produce operation for Kraft Foods, whose corporate staff he joined in 1987.



RJO PRODUCE MARKETING, FRESNO, CA

Rob O'Rourke is returning to the company he founded in 1993 with his brother John and will assume the position of senior vice president of business development. He has spent the last 2 1/4 years as vice president of produce for Topco Associates. His mission will be to enhance existing relationships with growers and retailers and to develop new business concepts.

