



Agricultural Marketing Service

**Fruit and Vegetable Industry Advisory Committee
2020-2022 Representative Roster**

Originally chartered in 2001, the FVIAC advises the Secretary of Agriculture on issues affecting the fruit and vegetable industry. Committee members represent organic and non-organic growers, shippers, wholesalers, retailers, industry trade associations, importers, processors, foodservice suppliers, food brokers, state departments of agriculture and farmers markets on local, regional and national levels. USDA’s Agricultural Marketing Service (AMS) ensures the committee is administered according to the Federal Advisory Committee Act.

Below is a roster of the 2020-2022 Committee members. The reappointed and newly appointed members will serve terms of up to two years beginning immediately and ending in July 2022

Re-appointed are:

Member	Company/Organization	Industry Affiliation Group
Kelly Carl (KC) Ely	FreshPoint	Wholesalers/Distributors/Suppliers
Bret Erickson	J&D Produce Inc.	Grower/Packer/Shipper
Kiley Harper-Larsen	NK Lago Farms, LLC. dba The Ag Safety Lady	Grower/Packer/Shipper
Michael Janis	San Francisco Wholesale Produce Market	Wholesalers/Distributors/Suppliers
Brian Kirschenmann	Kirschenmann Farms, Inc	Grower/Packer/Shipper
Tom Lipetzky	Colorado Department of Agriculture	State Department of Agriculture
Paul Palmby	Seneca Foods Corporation	Processors
Reade Sievert	Associated Wholesale Grocers	Retailers
Derrin Wheeler	MBG Marketing	Cooperatives/Food Hubs/Farmers Markets
Tommy Wilkins	Grow Farms Texas	Retailers
Charles A. Wingard	Walter P. Rawl & Sons	Grower/Packer/Shipper
Donn Zea	California Prune Board/ Prune Marketing Committee	Trade Associations/Farm Organizations

Newly appointed are:

Member (Representative)	Company/Organization	Industry Affiliation Group
Julie Masser Ballay	Sterman Masser Inc.	Grower/Packer/Shipper
Troy Bland	Bland Farms, LLC	Grower/Packer/Shipper
David Einsteadig	Mastronardi Produce-USA, Inc.	Grower/Packer/Shipper
Lisa Ford	Publix Supermarkets	Retailers
George Hamner	Indian River Exchange Packers, Inc.	Grower/Packer/Shipper
Cindy Jewell	California Giant, Inc.	Grower/Packer/Shipper
Paul Lightfoot	BrightFarms, Inc.	Grower/Packer/Shipper
Kay Riley	Snake River Produce Co., LLC	Grower/Packer/Shipper
David Sherrod	Southeast Produce Council Inc	Trade Associations/Farm Organizations
Karla Stockli	California Fig Advisory Board	Trade Associations/Farm Organizations
Paul Teague	Teague Produce and Consulting Services	Wholesalers/Distributors/Suppliers
David Zapf	Naturipe Value-Added Foods, LLC	Processors