



2022 - 2024 Fruit and Vegetable Industry Advisory Committee



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 2022-2022 Committee members. The newly appointed and reappointed members will serve terms of up to two years beginning October 28, 2022.

Newly appointed members are:

Broker/Distributor/Wholesaler/Importer/Exporter

- Alyssa Melendez - Operations and Supply Chain Manager - Burlap and Barrel: Single Origin Spices
- Angel Santiago Colon - CEO - Caribbean Produce Exchange (CPE)
- David Einsteadig - Senior Vice President and General Counsel - Mastronardi Produce-USA Inc.
- Isabel Freeland- Vice President - Administrative Officer and CFO - Coast Citrus Distributors
- Jorge Vazquez - President and CEO - Latin Specialties LLC

Industry/Trade Association

- Donna Garren - Vice President of Science and Policy - American Frozen Food Institute
- Kay Swartz Rentzel - Consultant - National Peach Council, the U.S. Sweet Potato Council, and the American Sweet Potato Marketing Institute

Farmers Market/Food Hub/Retailer/Food Service

- David Van Eeckhout - Farm Program Director - The Good Acre
- Haven Baker - Co-Founder and Chief Business Officer - Pairwise
- Jenifer DeAtley - Programs and Strategy Director - Sustainable Food Center
- Nathan Pumplun - President and CEO - Norfolk Healthy Produce Inc.
- Rebecca Serratos - Vendor Development Coordinator - Prescott Farmers Market
- Susan Sutphin - Founder and Senior Advisor - Sutphin Tahoe Food Hub
- Anthony Mirisciotta - General Manager - GrowFood Carolina

Farm Organization/Grower/Producer/Shipper

- Amy Baker - Senior Director of Quality and Regulatory Compliance Management - Peterson Farms
- Bruce Frasier - President - Dixondale Farms Inc.
- Christopher Ciruli - Chief Operating Officer - Ciruli Brothers LLC
- Darwin Inman - Vice President of Sales and Marketing - the Horizon Nut Company LLC
- James Benson - Sales Director - Hronis Inc.
- Michael Briano - Vice President of Sales and Marketing - Harris Woolf California Almonds
- Morris Hodges - Owner and Farm Manager - Morris Watermelon Farm LLC
- Reginald Marshall - Owner - Reggies Veggies
- Andrew Garcia - East Coast Sales Manager - Altar Produce

Re-appointed members are:

Industry/Trade Association

- Karla J. Stockli - Chief Executive Officer - California Fig Advisory Board

Farm Organization/Grower/Producer/Shipper

- Julie Masser Ballay - Vice President and CFO - Sterman Masser Inc.