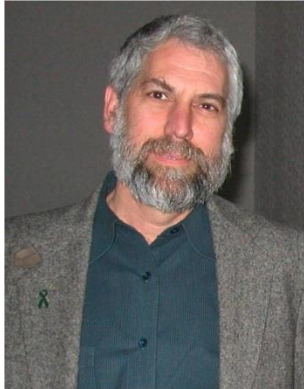




Extraordinary Service at the Speed of Fresh



David John III, Business Development & Market Analyst

David John began his career in the produce industry in 1971. He has worked with the General Produce Co. family since 1974 and thrives on the day-to-day challenges of the fresh produce industry. His vast expertise expands from retail packaging and innovation, food service processing, product procurement and export sales. His wealth of produce knowledge addresses marketing, education and media (social and otherwise).

David has specialized in banana care and handling throughout the process (receiving dock-stock room-vacuum rooms). He has attended and completed several UC Davis Post Harvest Technology classes and furthered his expertise in fresh produce care.

Currently, his special interests include global marketing, locally grown foods, food safety and providing the consumer with produce knowledge through various media formats and produce related events.

You can find David on You Tube in his weekly posts called "The Produce Beat" at: www.youtube.com/generalproduce.