



*Extraordinary Service at the Speed of Fresh*



**Mark Derby**, General Manager, Mount Shasta

Mark serves as General Manager of General Produce's Mount Shasta Division. He has over 40 years of experience and expertise in procurement, shipping and distribution in the produce industry, with additional background in retail & foodservice operations.

His career in the industry began when he started selling local tomatoes from the back of his car to a local food co-op. From there, driven by his passion for good food, he continued to embrace and engage in the ever present changes and emerging trends within the produce industry. As a true pioneer, he was the eighth employee and first ever Produce Manager of Arcata Co-op and he worked at the first iteration of United Natural Foods as a Head Buyer/Sales Manager. At United Natural Foods, he was a contributor to establishing an interstate wholesale organic produce and natural foods distribution operation. Prior to joining General Produce, Mark founded and operated Prana Produce Inc., an innovative marketing and logistics firm engaged in the shipping and distribution of Organically Grown Produce throughout the United States and Canada.

He takes great pride in his family and the great group of people he works with at the company. Mark treasures the relationships with the suppliers, customers, and friends he has worked with over the years in all aspects of the industry.