



Extraordinary Service at the Speed of Fresh



Sheryl Weichert, Chief Financial Officer

Sheryl joined the General Produce Executive Team in 2004, bringing 20 years of work experience to the company. As CFO, Sheryl is responsible for the overall financial management and reporting, including compliance, contracts and all legal agreements. Under her leadership and guidance, Accounting, IT and Quality Control departments keep General Produce moving ahead with innovation, education and technology.

A CPA, she earned her Bachelor of Science in Business Administration from CSU, Sacramento and her MBA from Golden Gate University.

Born and raised in Eureka, California, Sheryl loves bicycling and roses, and is most proud of her two children, Ryan and Jackie.