



Extraordinary Service at the Speed of Fresh



Thomas Chan, Partner

Thomas Chan, Partner and former CEO, acts in an advisory role to guide the strategic growth of General Produce's customer base, scope of services and global reach. Tom's primary mission is to ensure his family's business continues relevance and sustainability for present and future generations.

A graduate of the Haas School of Business at the University of California, Berkeley, Tom gained valuable experience in sales, marketing and merchandising while holding positions with two major food companies before returning to take the helm of the family business. Tom also attended the Chinese University of Hong Kong, Lincoln Law School and Integrative Therapy School. As a member of the third generation to lead General Produce, Tom steered the company through market evolution and kept an eye on industry trends by serving on the Board of Directors of the Produce Marketing Association and ongoing involvement in industry events.

Tom has lived and traveled extensively throughout the world and developed a deep passion for produce and the personal nature of the industry. Tom is dedicated to continuing General Produce's long history of trust and personal service.

Away from work, you'll find Tom focusing on family, fitness and travel.