



By Maura  
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## California Giant bolsters executive team



### Berry marketer says new appointments will help it deliver higher standards of service

**C**alifornia Giant Berry Farms has appointed two produce veterans to its executive team: Jay Brown as chief financial officer and Alan Ediger as VP of sales.

Brown will manage the accounting and IT departments for the berry company. Most recently working as CFO and partner at Church Brothers Farms/True Leaf Holdings, he has 20 years of finance experience in the fresh produce industry.

Brown has led responsibilities for all financial and accounting functions for sixteen different entities, including a grower-shipper, a processor of tender leaf and fresh cut salads, a harvesting company, and several farming operations.

"Jay has detailed knowledge as a CFO with family owned produce companies. His experience of building businesses from the ground up and managing the accounting and financial functions of multiple company entities fits well with

our company culture. We are pleased to have Jay be part of our team," said Joe Barsi, California Giant president.

Ediger has 25 years of experience in the produce industry, most recently holding the position of VP of sales for the Deli Division of Taylor Farms, and prior to that Chief Commercial Officer at Earthbound Farms.

His portfolio of expertise includes all commercial functions of a produce business including sales, marketing, R&D, innovation, customer service, and demand planning.

"I'm thrilled to join California Giant Berry Farms. This company is filled with high calibre professionals who have a real passion for and expertise in the berry business," said Ediger. "I look forward to building upon the great success and reputation the company has earned."

Barsi said the company was fortunate to have Alan leading its sales team. "His experience with developing business

and strengthening relationships with the top retail and foodservice customers in North America, along with category management and business analyst knowhow will prove vital as we continue to grow our berry supply and become more strategic with our key customers," he said.

California Giant said the appointment of Brown and Ediger is an example of how it aims to deliver the highest standards, consistent quality and service.

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