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FOR IMMEDIATE RELEASE

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Naturipe Announces New Director of Business Development

Executive chef and produce industry veteran M. Jill Overdorf joins Naturipe Farms as the organization addresses consumer demand for value added berry offerings.

Salinas, Calif. – August 16, 2017 – Naturipe Farms Value Added Fresh division has announced the appointment of M. Jill Overdorf to Director of Business Development effective August 21, 2017.

In her role, Overdorf will be responsible for driving the growth of Naturipe’s Value Added Fresh product lines.

“We are excited to have Jill join our Value Added Fresh Team, she has been a passionate steward of the values and nutritional message of our industry”, said Dwight Ferguson, CEO and President of Naturipe Farms. “Her unique combination of culinary expertise and business development will be immediately impactful, as we innovate and expand our value-added product lines.”

An executive chef for more than twenty years, Jill was the Director of Business and Culinary Development and Corporate Executive Chef for Coosemans LA Shipping prior to joining Naturipe.

"My first question is always - 'How is the flavor?' I am really excited to join a company that for the last 100 years has championed sustainability, innovation, farmers and flavor," said Overdorf. "In addition, the health value and versatility of berries as a convenience food fits right into my culinary wheelhouse."

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Naturipe Farms is a grower-owned producer and marketer of healthy, best tasting, premium berries and avocados. An industry leader for over 100 years in producing healthy and delicious fruit, and value added products. The diverse grower base and focus on innovation ensures year-round availability of “locally grown” and “in-season global” conventional and organic fruit.

Naturipe is a partnership between highly-esteemed growers, whose fields are spread across the globe. By sharing resources, skills, labor and knowledge, we are better farmers and in turn strengthen the local farm community. To ensure consistent, year-round availability with a commitment to “locally grown” seasonal produce, our products are farmed in the most optimal growing regions throughout North and South America.