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MIKE AERTS NAMED AS FFVA DIRECTOR OF MARKETING AND MEMBERSHIP

MAITLAND, Fla. (August 28, 2008) – Mike Aerts has been named director of the Marketing and Membership Division of the Florida Fruit & Vegetable Association effective Aug.1.

Since 1999, Aerts has served as assistant director of FFVA’s Environmental and Pest Management Division. In his new position, Mike will assist growers and shippers with the marketing of their crops as well as managing membership functions, commodity exchanges and industry marketplace issues. He also will oversee FFVA’s annual convention.

“This will be a tremendous opportunity for me to work with staff and membership to showcase the association’s unique problem-solving capabilities, as FFVA clearly differentiates itself with its value-added products and services,” Aerts said.

Aerts earned a graduate degree in plant pathology and an undergraduate degree in horticulture specializing in pest management at Michigan State University. His background includes serving as an extension faculty member at the University of Florida’s Food Science and Human Nutrition Department. Aerts also worked for Shell International Chemical Co., headquartered in London, in regulatory, technical service and product development capacities.

“FFVA’s membership is innovative, creative and passionate about producing quality, safe products – products that are grown by those whose attitudes certify they are true stewards of the land. Those products are handled and distributed in a manner that makes them some of the most trusted in any retail or consumer chain,” said Aerts. “To be closer to that effort is exciting and a welcome opportunity.”

Florida Fruit & Vegetable Association (www.ffva.com) is an agricultural trade organization representing Florida’s producers of fruits, vegetables and other crops.

Editor’s note: Photo attached