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**FLORIDA FRUIT & VEGETABLE ASSOCIATION
NAMES FOUR TO BOARD OF DIRECTORS**

MAITLAND, Fla. (November 14, 2008) –Florida Fruit & Vegetable Association has appointed four new producer members to its board of directors: Hank Scott, Paul Allen, Charles Lucas, and Maurice Turgeau .

Scott and his wife, Cindy, own Long & Scott Farms in the Zellwood area. The operation produces Zellwood sweet corn, cucumbers and other crops. In addition, the Scotts' corn maze attraction welcomes school groups and others every fall.

Paul Allen serves as vice-president of R.C. Hatton, Inc., growers of sweet corn and green beans in the Everglades Agricultural Area of South Florida.

Charles Lucas is the president and chief executive officer of Consolidated Citrus Limited Partnership of Fort Myers.

Turgeau is president of Berry Bay Farms a Wimauma strawberry operation and U-Pick farm.

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