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Index Fresh adds two new account managers

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Riverside, CA-based Index Fresh, a grower-owned packing, marketing and shipping company, recently added Bill Frank and Jessica Chavez as account managers.

Frank previously worked for a southern California produce wholesaler, pack and distribution company, offering a wide-range of fruits and vegetables. He has extensive experience as a regional produce field merchandiser, and a field buyer for a major, national grocery chain.

“As a previous produce buyer, he understands the stresses of bringing fresh produce in and improving company profits,” Todd Elder, vice president of sales at Index Fresh, said in a company press release. “Our buyers really relate to him with topics like our ripening programs and merchandising promotions.”

“I’ve bought avocados from Index Fresh and worked with Todd Elder and Debbie Willmann in the past,” Frank added in the release. “You can’t ask for a nicer group of people to work with. I feel fortunate to be at Index.”

In her new position at the company, Chavez will manage some of the company’s top retail/foodservice accounts nationwide under the "AvoTerra" brand.

“Jessica brings valuable experience to our team from previous produce account management including exporting,” said John Dmytriw, director of sales at Index Fresh. “She is extremely organized in her work and understands the logistics issues we have in delivering a perishable fruit to our customers just in time.”

Chavez previously managed retail chain produce accounts, including inventory control, logistics and documentation for export certification and inspections at Index Fresh.

“I want to be on point with all the details of avocado delivery to our customers,” she said in the press release. “I want to bring our customers, and Index Fresh, more value through the quality of my work.”

To announce personnel changes at your company, please contact Assistant Editor Maggie Giuffrida at 201/986-7990, ext. 110 or giuffrida@theproducenews.com. Photos are encouraged.

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