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Rossi to head sales and marketing for Fresh Farms

October 11, 2019

Scott Rossi is the new director of sales and marketing for Fresh Farms.

Rossi will lead and develop Fresh Farms' sales and marketing strategy "as we continue to expand our Mexico grape and vegetable programs and our California grape and specialty fruit programs," the company indicated.

He is a proven industry leader with previous executive sales experience with Four Star Sales and Pandol Bros. Rossi started his career in Minneapolis with Castle & Cook/Dole.

Fresh Farms, based in Nogales, AZ, and a d.b.a. of MJ International Marketing LLC, is exhibiting at booth No. 973 at PMA Fresh Summit in Anaheim, CA.

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