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Kristin Yerecic Scott receives SEPC's 2020 Next Generation Award

By

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October 22, 2020

The Southeast Produce Council announced Wednesday, Oct. 21, that Kristin Yerecic Scott, marketing director and Board of Officers member at Yerecic Label, is the recipient of the council's Next Generation Award for 2020.

The announcement was made via the SEPC Virtual Garden.



David Sherrod, president and chief executive officer of the council, and Harold Paivarinta of Red Sun Farms and SEPC chairman of the board, began the presentation by recapping all of the nominees. Then following tradition, last year's Next Generation Award recipient, Andrew Hare of Vertical Roots, announced Kristin Yerecic Scott as this year's recipient.

As part of Yerecic Label's third generation, Scott joined the New Kensington, PA-based family business full time in 2014. She is responsible for the branding, advertising, public relations, trade show and sales material development for the organization as well as leading the Pre-Order Cross Functional team.

As a pressure sensitive label supplier serving the fresh produce industry, Scott helps Yerecic Label focus on consumer trends, packaging insights and market research to intimately understand retail,

grower/shipper and shopper needs. She serves on the SEPC Board of Directors, and co-chairs the Education Committee.

Scott graduated from Ohio University with a bachelor of science degree in strategic communications, with minors in both economics and business.

The prestigious Next Generation Award honors an SEPC member 39 years or younger who has been employed in the produce industry for at least four years and has made a significant contribution to the industry. To qualify for the award, members must be in "Good Standing" with the SEPC through regular attendance and contributions to the council.

"The award ceremony holds special meaning to the council and myself with this year's platform being Produce: Powered by People," said Paivarinta. "With current travel restrictions and work-from-home policies in place for the majority of us, this is the perfect opportunity to recognize and celebrate the rising stars of our industry. Health and wellness checks have also been woven into the organizational and cultural fabric of the produce industry, and after vetting the list of nominees, it's safe to say our business is incredibly healthy and the future is bright."

The SEPC Virtual Garden is the council's newest platform through which members can make meaningful connections with each other from their various locations. Through this platform, SEPC members can look forward to SEPC University Educational Sessions, chef demos, produce inspection training courses, and even Southern Exposure which has evolved into a hybrid conference for members who cannot attend in person.

The SEPC is also excited to continue to utilize this virtual platform for more member recognitions such as the Next Generation Award.

Adam Lytch of L&M Cos. Inc. received the first SEPC Next Generation Award in 2017, followed by Ross Williams of Titan Farms in 2018 and Andrew Hare of Vertical Roots in 2019.

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