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Florida Fruit & Vegetable Association names new director of communications

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The Florida Fruit & Vegetable Association has named Christina Morton as its new director of communications. She replaces Lisa Lochridge, who will retire Dec.1.



An experienced strategic communicator with a

strong public relations background, Morton comes to FFVA from Consensus Communications, a well-known Orlando, FL, public relations firm. She is nationally accredited in public relations.

“We are very pleased that Christina has chosen to share her experience and talent with our industry,” said FFVA President Mike Joyner. “Our members will benefit greatly from her expertise in strategic communication.”

A graduate of the University of Florida with bachelor's degrees in public relations and political science, Morton also is active in leadership of the Sunshine District of the Public Relations Society of America. The Sunshine District represents more than 1,000 public relations professionals from seven chapters throughout Florida. She lives in Sanford, FL, with her husband and son.

“It is an honor to join this association, which has played such a critical role in supporting and advancing Florida specialty crop agriculture for decades,” Morton said. “I am looking forward to working with our members as we continue to share the important work they are doing and its impact on our state’s economy and overall community health.”

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