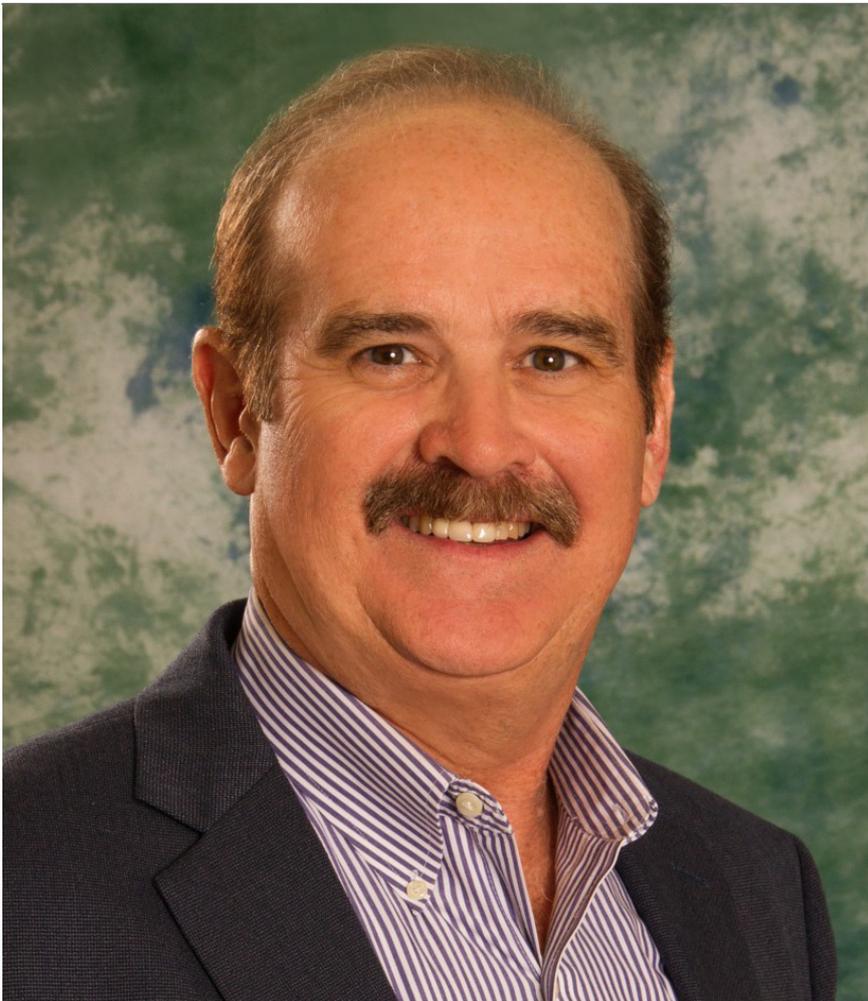

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FirstFruits mourns Tim Corkill, longtime marketing manager

January 20, 2021

Tim Corkill, marketing manager for FirstFruits Marketing and longtime produce industry member, died Jan. 9. He previously worked with the Pear Bureau Northwest as western regional marketing manager, California Grape Commission as western manager and with Fresh Western, River Ranch Inc. as director of marketing services.



“Tim Corkill had such a killer work ethic and a mind for the details, those qualities coupled with his enthusiasm for our business made him someone we could always trust,” said Chuck Zeutenhorst, president at FirstFruits Marketing. Mr. Corkill was a trailblazer on the FirstFruits marketing team serving as western regional marketing manager and as a driving force behind the FirstFruits Opal apple national program.

“I’ll always remember the high level of enthusiasm and preparation Tim put into all aspects of his life, whether it was a big meeting or a trip to his beloved family cabin,” said Joe Vargas, director of marketing at FirstFruits Marketing. “Tim had a zest for life and deep knowledge of the industry that he joyfully shared with all those who were lucky enough to know him. I knew Tim to be the best rental car racer in LA traffic, arriving early to all meetings with the belief that ‘if you’re not early, you’re late.’ I will miss Tim and the energy he brought to all aspects of his life.”

Mr. Corkill is remembered by coworkers as a tireless worker with a keen eye on customer development and consumer trends.

Mr. Corkill is survived by his wife, Kileen; daughter, Kelli (Corkill) Crowley; and son, Kreig. The San Diego Zoo held a special place in Mr. Corkill’s heart. His family asks that in lieu of flowers, gifts may be made to the San Diego Zoo in memory of Tim Corkill, San Diego Zoo, P.O. Box 120551, San Diego, CA 92112 or online at sandiegozoo.org/memorial.