
- Advertisement -

McDaniel Fruit hires avocado pro Tyler Cobb

January 22, 2021

Tyler Cobb has been hired as the director of grower relations and field sourcing for McDaniel Fruit Co., home of Linda Vista brand fresh produce.



Cobb most recently served in a similar role for Del Monte and has extensive roots in the California avocado industry, having served two terms on the California Avocado Commission as well as having served on the Hass Avocado Board.

“Tyler’s passion for California avocados was clear from the first conversation I had with him,” said Carson McDaniel, director of business development. “His enthusiasm fits perfectly with our company philosophy centered on supporting our growers and promoting the success of the California Avocado Industry. We are excited to welcome Tyler and look forward to growing together.”

This strategic hire will serve to increase and enhance the distribution of fresh Linda Vista brand avocados throughout McDaniel Fruit Co.’s global sales network.

“I am extremely excited to now be joining the team at McDaniel Fruit Company utilizing my network of growers and relationships to procure fruit for the markets as well as helping our growers to their best possible returns,” said Cobb.

[Print](#)