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Steve Roberts joins Ippolito Fruit & Produce Ltd.

February 25, 2021

Ippolito Fruit & Produce Ltd. hired Steve Roberts as its director of sales, retail. In this role, Roberts will be responsible for maintaining and growing Ippolito's sales within the Canadian and eastern U.S. markets. Roberts' focus will be growing the company's presence as well as developing and implementing a retail market strategy. He will report directly to Steve Dimen, chief operating officer.



"We are very excited to have Steve join the Ippolito team. Steve is highly respected in our industry and brings years of experience in both the commodity and value-added produce markets," said Dimen. "Steve will be a great asset to our team."

Roberts brings a background filled with experience in the fresh produce industry as both a buyer and account manager. He spent eight years with Canadian retailer Loblaws where he held various positions, including category director.

He transitioned to the supply side of the industry in 2018 when he was regional account manager - Canada for Earthbound Farms. Most recently he was the key account manager at Vineland Growers and was chair of the Apple Marketer's Association of Ontario.

"I am very excited to be a part of the Ippolito team," said Roberts. "Ippolito has always been known as a quality grower-packer and has continued to invest and build an impressive product line. I am excited to be part of a great team and look forward to growing Ippolito's brand for years to come."

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