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## **Homegrown Organic Farms announces new category manager**

September 22, 2021

Homegrown Organic Farms has added Jonah Reardon to its sales team. Reardon will be operating as a category manager within the citrus and grape team.



Reardon comes to the company with 20-plus years of produce industry experience, mostly focused on citrus and imports — both organic and conventional.

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He graduated from Cal Poly San Luis Obispo with a bachelor's degree in agricultural business and kicked off his career as a sales representative for a large organic grape grower in the southern San Joaquin Valley. Most recently he established and managed the central valley office for a local packer-shipper.

"As the company continues to grow, we continue to add extremely talented team members," said Craig Morris, Homegrown Organic Farms' citrus and grape category director. "I'm thrilled to have Jonah join the team. He possesses solid skills and industry experience and is eager to serve our customers and growers with purpose."

"I could not be happier to be joining the Homegrown team," said Reardon. "I appreciate the strong leadership and team mentality within the company as well as the strong focus on their core values. I look forward to being a part of carrying the Homegrown vision forward."

This new addition will help to prepare the company for its upcoming organic citrus seasons and the overall future growth of the company.

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