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**Industry veteran joins Mastronardi Produce**

A well-known veteran of the produce industry has joined the team at Mastronardi Produce to help support its recently expanded western business operations. The company has announced that JC Myers has joined as senior director of West Coast operations.

“We’re excited about the addition of JC to our team,” said Paul Mastronardi, president and CEO at Mastronardi Produce. “He is a proven industry leader who understands fresh produce retail markets and is passionate about quality and customer service — a great fit for our company and this role.”

JC is the third generation in his family to work in fresh produce. He started in the industry directly out of college with Harold Weisfeld, and since then has held progressive sales leadership roles with the David Oppenheimer Group, Eurofresh Farms and Fresh Alliance.

“I am delighted to join the team at Mastronardi,” said Myers. “It’s an excellent organization with a remarkable history, business model, and strong core company values. Their industry-leading innovation in developing both flavorful products and world-class packaging is impressive. I look forward to contributing to the growth of the West Coast division.”

In his new role with Mastronardi Produce, Myers will be responsible for creating, planning, and supporting the implementation of results-driven sales strategies in alignment with the company’s goals for the western region.

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