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Village Farms names new director

[Village Farms Greenhouse Grown](#) has promoted Steve Poklemba, currently director of national sales, to his new role as director of global supply chain management for its Fresh Division. In Poklemba's new role he will be instrumental in vigorous company initiatives targeting expanding top line revenue.

Poklemba's primary focus will be the implementation of vital strategic initiatives to optimize inventory controls on fresh products and supplies. He will accomplish this through improved operating efficiencies while reducing finished product costs. His role will also be focused on managing product flow through Village Farms' sales and distribution network from sourcing teams with the goal of expanding the company's grower partner base. Village Farms is confident in Poklemba's ability to invigorate overall product fulfillment, product freshness and the brand's integrity for customers.

Poklemba began his career with Village Farms in 1998 as packhouse manager. Shortly afterward, he was promoted to regional packhouse manager of Village Farms' West Texas facility. He later moved to the company's Arlington, TX, distribution center and transitioned into a sales role, where he eventually worked his way to become national sales director. Poklemba has a vast array of experience within all facets of sales, operations, and distribution within the farming sector.

In his new role, Poklemba will report directly to Executive Vice President of Sales and Marketing Eric T. Janke. "We anticipate Steve in this new role to improve the fresh division's dynamics and enhance the company's value proposition to further meet the needs of an ever-changing produce industry," said Janke. "And Steve is the best candidate for this role given his depth of knowledge and tenure with Village Farms."

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