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John Senn joins Fresh Farms sales department

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[Fresh Farms](#) continues its growth pattern with the recent addition of John Senn as sales associate. Senn will be working in the Kingsburg, CA, offices. He will represent the company's grape, vegetable and melon categories, which Fresh Farms is now offering year-round.



Senn graduated from Cal Poly with an agribusiness degree and has been working in the produce industry for the past 28 years. He started as an inspector for Supervalu right out of college and subsequently transitioned into sales for Sun West the past 24 years.

"I'm very excited and grateful to have the opportunity to work for Fresh Farms and the Molina Family," said Senn. "They are an excellent, well-respected grower and marketing company that grows and sells only quality products on a consistent basis. The Molina family is very progressive and is on a path to significant growth."

"With the addition of a talented, loyal and experienced salesman like John who is customer-centric and highly respected in the industry, we can continue to grow our company and its increasing product volumes year-round," said David Watson, senior vice president of sales and marketing. "We are looking forward to having John join the team and helping us realize this potential."

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