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Tasteful Selections names new president

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Nathan Bender, a 16-year agribusiness veteran and co-founder of baby potato category leader Tasteful Selections, has assumed the role of president at the organization he helped establish in 2010.

Bender, Tasteful Selections' chief operating officer since January 2019, will succeed his father, Bob Bender, as president. Bob Bender will remain with Tasteful Selections as CEO.

As part of Tasteful Selections' comprehensive succession plan, when Bob steps down as CEO in 2023, he will remain on the board of directors. Bob will also oversee special projects in addition to commencing an advisory role.

"I have every confidence that Nathan's vision will take us to new levels," said Bob Bender. "Since day one, Nathan has worked tirelessly to help build the company from the ground up."

The Benders are Nebraska natives. Nathan earned a bachelor's degree in agribusiness from the University of Nebraska. In 2004, Bob relocated from the Cornhusker State to California's San Joaquin Valley. In 2007, Nathan joined his father in starting the baby potato operation.

Tasteful Selections has grown to more than 22,000 baby potato acres from its 250-acre humble beginnings. The baby potatoes are grown in Arizona, Nevada, Utah, Washington, Idaho and Oregon as well as California. Red, gold and purple offerings are packed and distributed in Arvin, CA, near Bakersfield.

Prior to becoming COO, Nathan served as plant manager, director of plant operations and vice president of plant operations for Tasteful Selections.

In his new role, Nathan will be transitioning to have full oversight of all the company's day-to-day activities.

Photo: Bob and Nathan Bender

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