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SEPC welcomes new board of directors chairman

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The [Southeast Produce Council](#) has officially appointed Tim Graas of Associated Wholesale Grocers as its new board of directors chairman for 2022-23. The induction of the council's chairman was made Sept. 23 during the Chairman's Dinner Dance held at SEPC's recent Southern Innovations conference in Nashville, TN.

Graas's career started at the age of 16 on the retail side of the grocery industry. After spending 23 years at retail, he moved to the procurement side in 2005 where he has been with Associated Wholesale Grocers ever since. Starting as a produce specialist, he has progressed to his current position as executive director of produce field procurement, overseeing the produce procurement for nine divisions and more than 3,200 member retailers.

His passion is serving his customers with the best quality produce at the best price. He enjoys the daily challenges and opportunities and friendships the produce industry brings.

"We are very excited to have Tim as our Chairman for the 2022-23 term," said David Sherrod, SEPC president and CEO. "Tim has proven to be an integral part of our executive team these past few years and has helped shape our goals and objectives. He is a man of strong character and someone who has compassion for others. He is a true asset to the SEPC."

"I am honored to pass the gavel to Tim Graas," said Westfalia Fruit's Raina Nelson, outgoing SEPC chairman of the board. "He is a gracious and empathetic leader and has been a key contributor to our executive board. His chairman's platform on sustainability will bring many exciting and thought-provoking content to the Council's events. I am truly looking forward to his year as SEPC chair. Congratulations, Tim!"

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