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Industry veteran joins Naturipe as director of premium products

March 16, 2023

[Naturipe Farms](#) hired John Johnston for the newly created position of director of premium products. This new position aligns with Naturipe's long-term focus on premium products, which will leverage its grower-owner investments in proprietary genetics. Johnston will take the lead on the current premium products like Mighty Blues, Mighty Reds and Green House Strawberries and champion the expansion new premium products.

"I'm thrilled to join the Naturipe Farms team and have always admired the company as an innovative leader in the global berry industry," said Johnston. "This is a unique opportunity to leverage my experience to accelerate and expand Naturipe's leadership of the premium berry category."

With his undergraduate degree from Purdue and his MBA from Cal State Long Beach, Johnston has devoted over 15 years of his career to the food and agribusiness industries with Driscoll's, Chiquita, Fresh Express and H.J. Heinz. He also demonstrated his dedication to the industry, holding both elected and volunteer positions with USHBC.

Johnston will report directly to Jim Roberts, president of sales. "I am extremely excited to bring John on board as he is going to be an outstanding addition to the best berry team in the world," said Roberts. "His focus on premium products will help further differentiate Naturipe Farms from our competitors and provide a return on the investments our owners have made on new genetics focused on flavor and quality."

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