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**Niagara Fresh Fruit bolsters sales team**

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[Niagara Fresh Fruit Co.](#), a division of Bucolo Cold Storage, has added John J. King to its sales team.

King originates from the crop protectant industry with over 15 years of sales experience working with apple growers in western New York. His extensive field experience and knowledge of growing apples will bring a new and invigorating perspective to the sales team at Niagara Fresh Fruit.

In addition to sales responsibilities, King will also be helping to manage over 1,000 acres of the farming operation.

King holds a bachelor's degree in biochemistry from Niagara University, as well as a master's degree in chemistry from the University of Buffalo. He is actively involved in New York State Farm Bureau, Cornell Cooperative Extension of Niagara County and is a graduate of Cornell CALS LeadNY program.

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