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**Berry Fresh hires Laudan Chaffin as new marketing director**

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October 2, 2023

Laudan Chaffin has joined [Berry Fresh](#) as its marketing director. With 10 years of marketing and sales experience in the produce industry, Chaffin will play a pivotal role in strengthening and elevating the Berry Fresh brand.

Building on Berry Fresh's investment in unique genetics, high-quality growing and increased supply, she will help lead Berry Fresh's marketing efforts to new levels of excellence and bring fresh perspectives to existing initiatives.

"We are excited to announce the addition of Laudan to our team," said Vice President of Sales Jyoti Bhogal. "Laudan brings a wealth of knowledge in effective brand and product marketing, and campaign design and implementation. She will help us build on the success we've had in the market by highlighting who Berry Fresh is and why customers should choose us."

Berry Fresh LLC is a leading year-round grower and marketer of premium blueberries, blackberries and raspberries to customers in the US and Canada.

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