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**Quebec Distributing hires industry vet as GM**

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By

Tim Linden

September 10, 2024

Northern California-based direct distributor [Quebec Distributing Co.](#) has named Butch Hill as its new general manager. Hill started in the produce industry in the Golden Gate Produce Terminal in South San Francisco when he was 16 years old and has spent the past 35 years developing his career with several different wholesalers and distributors.

“I started as a lumper unloading watermelon trucks by hand and gradually moved up through the ranks performing all warehouse duties over the years, eventually graduating to buyer and then salesperson,” Hill said. “For much of the latter part of my career, I have been managing sales teams and large portions of company operations. This has become my strong suit.”

Marvin Quebec, founder and president of QDC, which is headquartered in Tracy, CA, said he could not pass up on the opportunity to acquire Hill.

“I’ve known Butch for north of 25 years and was always impressed by his drive and determination. We are still working on how to best utilize his talents,” he said. “He checks off many boxes and even ones we never considered before. He has great vision, great energy and a great personality.”

Quebec quickly elevated him to the general manager role as he said that title defines his wide range of talents and responsibilities. “Butch’s new role will involve the implementation of a comprehensive company directive aimed at enhancing our distribution methods for new product offerings and refining our sales strategy,” Quebec said. “Additionally, we will be rolling out new initiatives for the Quebec sales teams, designed to maximize growth and sales potential.”

Hill is splitting his time between the warehouse/office in Tracy, which is on the eastern end of the Bay Area region, and in Los Angeles, where QDC recently established offices. Hill, who has been married for 25 years and has two kids, said he has places of residency in both Northern and Southern California. “I am developing projects in both the Southern California and Northern California market areas. I am currently focused on both product development and sales team development,” he said.

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Quebec said the acquisition of Hill and the opening of the Los Angeles offices are two important elements as he continues to grow the company. He founded QDC in 2006 as a Bay Area distributor after growing up in the business, first working with his father in the fields of the Salinas Valley, and further developing his own career in the San Francisco wholesale arena. He has been in the business for more than 30 years.

“I am transitioning to the position of CEO, where I will continue to drive the vision and mission of our company,” Quebec said.

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## About Tim Linden |

Tim Linden grew up in a produce family as both his father and grandfather spent their business careers on the wholesale terminal markets in San Francisco and Los Angeles.

Tim graduated from San Diego State University in 1974 with a degree in journalism. Shortly thereafter he began his career at The Packer where he stayed for eight years, leaving in 1983 to join Western Growers as editor of its monthly magazine. In 1986, Tim launched Champ Publishing as an agricultural publishing specialty company.

Today he is a contract publisher for several trade associations and writes extensively on all aspects of the produce business. He began writing for The Produce News in 1997, and currently wears the title of Editor at Large.

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