
The logo for Choice Farms is displayed in white on a solid red background. The word "Choice" is written in a cursive font with a small rose icon above the letter 'o'. The word "Farms" is written in a similar cursive font to the right of "Choice".

Choice Farms

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Choice Farms welcomes Melanie Spilbeler as new director of marketing

January 28, 2025



Melanie Spilbeler

[Choice Farms](#) is excited to announce the appointment of Melanie Spilbeler as its new director of marketing. With her extensive experience and passion for the floral industry, Spilbeler is the perfect fit to lead the company into an exciting future while strengthening its brand and market position.

Spilbeler brings nearly a decade of expertise in the floral industry, along with over 10 years of experience in consumer product marketing. She began her career as the Director of Marketing at Syndicate Sales, where she developed a comprehensive understanding of the floral industry. She later co-founded FreshPath Marketing, a consultancy that assists growers, wholesalers, retailers, and industry organizations in developing effective marketing strategies and educational initiatives.

In addition to her professional accomplishments, Spilbeler has been actively involved with key industry organizations such as the WFFSA and SAF. She is also a respected speaker at industry events and a contributor to leading floral publications, further solidifying her reputation within the industry. Her well-rounded expertise makes her a valuable asset to Choice Farms.

“Melanie’s deep industry knowledge, strategic vision, and proven track record in marketing make her an excellent choice to lead our marketing efforts,” said Jorge Constain, president of Choice Farms. “Her dedication to the floral industry and commitment to strengthening our brand and positioning it for future growth aligns perfectly with the mission at Choice Farms.”

Spilbeler officially joined Choice Farms on Jan. 6, marking a significant milestone for the company.

As the floral industry continues to evolve, her leadership is expected to build on the strong foundation of Choice Farms' brand, enabling the company to meet new challenges and seize emerging opportunities in the years to come.

Original article posted by Mariana Latorre at Choice Farms and can be found [here](#).

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