

# In Memorium

## James H. Mast

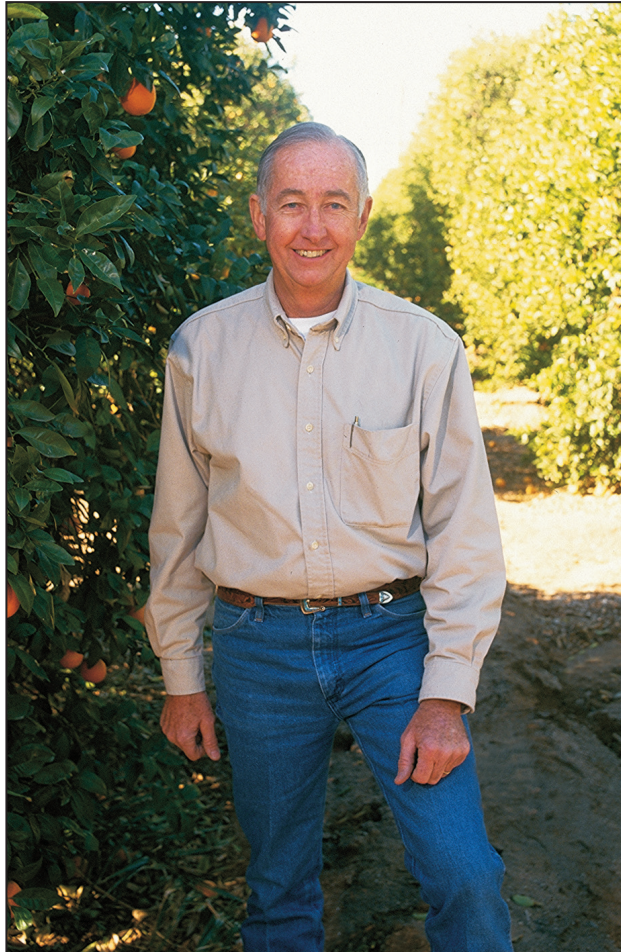
On December 9, 2006, Sunkist lost one of its most dedicated supporters, and the citrus industry lost one of its most valued leaders – long time director, grower-member, Chairman Emeritus and past Interim President and CEO, Jim Mast, who passed away at the age of 70, following a valiant battle with cancer. And his beloved wife Nancy lost her soul mate.

Jim was one those rare people who could bring together people with diverse beliefs, interests and agendas. Known for his dry wit and common sense approach to business, he was the “Will Rogers” of the citrus industry.

Jim served on the Sunkist Board of Directors for many years and was elected Chairman for the maximum five consecutive terms. He was also a long time member of the Fruit Growers Supply Company Board of Directors and was serving as its Chairman at the time of his passing.

In 2000, when Sunkist’s president departed suddenly, the first person everyone turned to in filling the breach was Jim. His service as Interim President and CEO kept the organization moving forward and provided a seamless transition to new management. Sunkist and the citrus

industry were fortunate to have a leader like Jim ready and willing to take on so many vital roles and responsibilities.



Jim was affiliated with Mesa Citrus Growers, a cooperatively owned citrus packinghouse in Mesa, Arizona, where he served as manager for more than 35 years. He also served as president of the Allied Citrus Exchange of Phoenix, Arizona.

For exemplifying excellence, leadership and service to the community, Jim was named a Danforth Scholar to the University of Arizona, College of Agriculture from which he also received a Lifetime Achievement Award. He received the Cooperative Leader Award from the Agriculture Council of California,

and as a member of the Mesa Baseline Rotary Club, he was known for his “Quiet Service.”

Jim earned the respect of all who dealt with him. He was a talented, kind and passionate man - a natural leader. His life is a history of hard work, dedication and achievement. His experience and his counsel were invaluable. Jim will be greatly missed.