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Sunkist Announces Fresh Fruit Sales Changes

Chris Gordon Promoted to Managing Director, Fresh Fruit Sales & Jose Fu Named Director, Sales Operations

November 13, 2017, Valencia, CA – Sunkist is beginning this year’s citrus season with a new sales management structure, promoting Chris Gordon to Managing Director of Fresh Fruit Sales and Jose Fu to Director of Sales Operations.

“Chris Gordon joined Sunkist in 2000 after more than a decade working on the packinghouse/exchange side of the business,” said Sunkist and FGS President and CEO Russell Hanlin. “His in-depth knowledge of all Sunkist’s citrus varieties and markets, along with years of experience interacting with our membership and sales team position him well for this role.”

With Chris moving into his new position, Jose Fu has been promoted to the position of Director, Sales Operations.

“Jose has been managing our lemon and lime business at Sunkist since early 2005, with great results year after year. His strong experience will allow him to hit the ground running as he expands his responsibilities across all the citrus varieties in Sunkist’s portfolio. These changes well-position the cooperative for a strong season ahead,” added Hanlin.

The Sunkist cooperative of family farms offers more than 40 fresh citrus varieties. With thousands of grower members in California and Arizona, the Sunkist cooperative reflects the values and legacy of its nearly 125-year history: family-owned farms where traditional growing practices, stewardship of natural resources and a dedication to innovation are proudly passed through the generations. Founded under the principle that more can be accomplished by working together, Sunkist continues to promote a culture of family and collaboration with growers and customers to drive positive results for all.

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Sunkist Growers is a citrus marketing cooperative, founded in 1893, which is owned by and operated for thousands of family farmers growing citrus in California and Arizona. For more information about Sunkist’s family farmers visit <http://familystories.sunkist.com/>.

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