



**Media Contact:**

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**About Duda Farm Fresh Foods, Inc.**

One of the world's largest celery producers, Duda Farm Fresh Foods, Inc. is a full-service grower, packer, shipper, marketer, importer and exporter of fresh fruits and vegetables and fresh-cut vegetables.

Duda Farm Fresh Foods is a wholly-owned subsidiary of A. Duda & Sons, Inc., a diversified land company with a variety of agriculture and real estate operations. A sixth-generation, family-owned and -operated company with an 80-plus year tradition growing fresh fruits and vegetables, DUDA established Duda Farm Fresh Foods in 2006 to consolidate all of its fresh fruit and vegetable operations.

Duda Farm Fresh Foods products include citrus, celery/fresh-cut celery, broccoli, cauliflower, sweet corn, lettuce/leaf, onions and radishes. The majority of products are sold under the Dandy® brand.

A Florida-based corporation, Duda Farm Fresh Foods has production and shipping operations in California, Florida, Arizona, Georgia and Michigan, with additional locations in seven other states, Chile, South Africa, Spain, and Mexico. Duda Farm Fresh Foods partners with select international growers to enable customers to buy a year-round supply of fresh fruits and vegetables directly from Duda Farm Fresh Foods.

Dandy® products are sold and served in retail and foodservice establishments throughout North America, Europe and Asia.

**Mission and Vision**

Duda Farm Fresh Foods' mission is to grow healthy food products including fresh fruits and vegetables, with high standards of quality. The company adds value to consumers and customers through its services, packaging, manufacturing, and innovation, providing convenience and maintaining freshness. Duda Farm Fresh Foods strives to achieve technology improvements through investments in research and development and grow sustainable wealth and balanced financial returns.

The company's vision is to be the preferred and profitable solution provider through innovation to its selected customers, supported by a steady stream of products, processes, packaging, and technology.



## **Executive Management**

- Dan Duda, President and Chief Executive Officer

## **Leadership Team:**

- Rick Alcocer, Senior Vice President, Fresh Sales
- Mark Bassetti, Senior Vice President, Customer Development, Fresh Citrus Sourcing and Packing
- Sam Duda, Vice President, Western Vegetable Operations
- Dean Diefenthaler, Vice President
- Mike Robinson, Vice President, Eastern Vegetable Operations
- Alberto Cuellar, Director, Global Business Development
- Bill Munger, Director, Fresh Cut Sales
- John Castro, Director Category Development and Research
- Nichole Towell, Marketing Development Manager

## **Sales Office Managers**

- Paul Huckabay – Western Citrus
- Rich Uchida – Western Vegetables
- Jason Bedsole – Eastern Vegetables and Citrus
- Tim Ross – Regional Sales Manager
- Russell Dollar – Regional Sales Manager

## **Sustainability**

Duda Farm Fresh Foods is committed to sustainable business practices and reducing its environmental footprint. For more information on its sustainability efforts, visit <http://www.duda.com/trade/retail/fruit/sustainability.asp>

## **Food Safety**

Duda Farm Fresh Foods and its core commodity suppliers continuously practice and implement comprehensive food safety programs to provide the freshest and safest produce on the market. Based on external benchmarking, Duda Farm Fresh Foods ranks in the top tier of producers, growers, packers, processors and shippers in audit performance across all of the relevant measures including farms and ranches, harvesting and facilities.

## **Traceability**

Duda Farm Fresh Foods' current trace-back program is one of the best available for product tracking. Duda Farm Fresh Foods uses a barcode and lot number identification system that can trace product from the store to the pallet level. Duda Farm Fresh Foods recently participated in, and endorsed, the



national "Produce Traceability Initiative" sponsored by various trade associations [Produce Marketing Association (PMA), Canadian Produce Marketing Association (CPMA), and United Fresh Produce Association (UFPA)]. Duda Farm Fresh Foods is proud to be one of a few companies selected to test and help develop the procedures needed for produce to be traced using Radio Frequency Identification (RFID) technology.

Country of Origin Labeling (COOL): Duda Farm Fresh Foods has implemented "Country of Origin Labeling Best Management Practices for Suppliers" as published by PMA/WGA.

Warehouse Management System: Duda Farm Fresh Foods' warehouse management system provides traceability at the pallet level on most products.

## **Research and Development**

Duda Farm Fresh Foods invests 2% of its annual budget on research and development. From consumer trends to product evolution and technological developments, Duda Farm Fresh Foods strives to be one of the most well known innovators in the fresh produce industry.

## **Patents**

The global leader in celery innovation, Duda Farm Fresh Foods has recently been awarded patents for two new commercial celery varieties developed from more than 12,000 lines to create the best flavor, texture, nutrition and appearance. These patents are in addition to six existing celery patents and five celery PVPs (Plant Variety Protection), as well as a patent for a new radish variety and a radish PVP developed through its radish breeding program.

## **Packaging**

The company aims to continually discover and utilize packaging that maintains strict sustainability guidelines and reduces transportation and handling costs throughout the supply chain in addition to protecting the freshness, safety and integrity of its natural products.

## **DNA Fingerprinting**

Duda Farm Fresh Foods has adopted a DNA fingerprinting technology to ensure consistency within its proprietary celery varieties.

For more information about our company, visit [www.dudafresh.com](http://www.dudafresh.com).