

Industry News – February 18, 2005

Fresh Kist welcomes Denny Donovan to the family!



Monday, February 14th, 7am found Denny Donovan answering numerous calls from his new desk on the sales floor of Fresh Kist's Santa Maria office. Known and respected throughout the produce industry, Denny's presence is already being felt and heard at Fresh Kist. "We are extremely pleased that Denny decided to come on board with us," stated Jason Lathos, Fresh Kist's Sales Manager. "He brings an invaluable understanding of the production side of the equation to our marketing team," said Dave Bonetti, the company's CEO. FKP is eager to continue growing and refining its practices through the insights and years of experience Denny brings.

Denny has deep roots in the produce industry, going back through his grandfather, who worked as a TopCo and Kroger buyer in the 1930's, later moving his family to San Jose where Denny's father would come to work for local shippers. Today, his father, an uncle, and two sons are all active in the produce industry.

At the age of 16, Denny found himself working in produce and behind the wheel of a water truck in the fields of his hometown Salinas. Later that year he would face a teenage Dave Bonetti in rival area high school golf. His first sales job was at POVE in Guadalupe, CA and he spent more than 24 years there, involving himself in all aspects of operations, from cooler and shed to transplanting and Union negotiations, later at Sales and General Manager. Denny subsequently took a sales position at the Santa Maria branch of Coast Produce, where he serviced retail accounts for over 3 years.

"Denny is an institution in the Salinas and Santa Maria shipping areas," said Dave Bonetti. "His knowledge of customers, shippers and growers, as well as the relationships he has nurtured, will be huge assets for Fresh Kist."

Please join us in welcoming Denny Donovan to the Fresh Kist family!