

## **Fresh Kist Welcomes Josh Wong as Senior Marketing Representative**



Fresh Kist Produce has hired Josh Wong as their Senior Marketing Representative. Josh has created extensive ties in the produce world during his past 8 years with Primus Labs. His dealings, at all levels of the produce industry, from production, to cooling, marketing, retail, wholesale and processing will be a unique asset for the ever growing company as the world begins to concentrate on the behind the scenes details of what goes into a box of produce, including safety and quality standards. Dave Bonetti, Fresh Kist's CEO said of the latest addition to the Fresh Kist family that, "he is a true 'diplomat' in the produce business. Josh gives Fresh Kist something we have not had in our 5 years of existence, an ambassador, representing the Fresh Kist image to the agricultural world." Josh will provide a fresh overall perspective to FKP's customers, growers, and employees and strive to expand Fresh Kist's understanding of the unique needs of each individual customer.