

PRESS RELEASE

SALINAS, Calif. - Merritt Bruce, established fresh produce leader, joined Church Brothers Farms as vice president of retail business development.

Merritt Bruce comes to Church Brothers Farms from Growers Express along with nine other sales professionals as part of the company's acquisition of the Growers Express' commodity program. Their existing knowledge of the Green Giant Fresh program helped make a smooth transition for existing customers, said Jeff Church, vice president of sales.

"Merritt is well respected by the industry and it is a natural fit to have him join the rest of the Growers Express sales team who have been with us since April," Church said. "We look forward to Merritt taking over our retail program and continuing the service customers are accustomed to from him."

Merritt Bruce was vice president of sales at Growers Express from 2013 to 2019 where his responsibilities included strategic planning, retail business development, as well as sales team, supply chain and account management.

He reports to Jeff Church.

About Church Brothers Farms

Church Brothers Farms is a vertically-integrated family owned and operated company that produces a full line of fresh vegetables year-round with an in-house farming/harvest program and state of the art processing plant, True Leaf Farms. We are a grower-owned processor, farming the majority of our raw product ourselves; adhering to industry-leading food safety and quality standards. The Church family has a legacy of service and innovation. For more information about the company visit ChurchBrothers.com.