

## **Brian Jenny joins BrightFarms as Vice President of Sales**

*Produce Industry Leader to Lead BrightFarms Growth with U.S Retailers*

**Irvington, N.Y. – May 20, 2019** – BrightFarms, the leading supplier of locally grown salads for supermarkets, is pleased to announce that Brian Jenny has joined the company as Vice President of Sales. Jenny will oversee existing retail accounts and will lead business development as the company continues its rapid growth.

Brian Jenny has been shaping the produce industry in influential roles with leading produce companies and industry boards for over 15 years. Most recently, he served as Vice President & General Manager of CC Kitchens, a division of the Castellini Group in Cincinnati, Ohio.

Prior to Castellini, Jenny spent eight years with Naturipe Farms, rising to Vice President & General Manager of the Value-Added division. Prior to joining Naturipe, Jenny spent seven years with Monterey Mushrooms, rising to Director of Sales for the Eastern Region.

As a rising produce industry leader, Jenny served as a fellow in the United Fresh Produce Industry Leadership Program, and has since served as Chairman of the United Fresh Produce Association (“United”) Fresh Cut Processor Board, and as a member of the Executive Committee of United’s Board of Directors. Jenny has also long been active in PMA, SEPC, and the EPC.

“Brian has a demonstrated history of growing sales with many of the nation’s largest and best food retailers.” said Paul Lightfoot, CEO of BrightFarms. “He brings to BrightFarms a wealth of produce industry knowledge and expertise.”

“BrightFarms is truly one of the most innovative companies in food.” said Jenny. “Having spent most of my career in the produce industry, this is an opportunity that I couldn’t pass up. I’m looking forward to helping our retail partners transform their produce departments with fresh, local produce that delights their shoppers and attracts new consumers in today’s competitive marketplace.”

Jenny graduated from Clemson University in 1996 with a B.S. in Agriculture and Applied Economics.

For more information about BrightFarms, visit <https://www.brightfarms.com>.

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### **About BrightFarms**

BrightFarms is the No. 1 brand of locally grown packaged salads, serving the freshest, tastiest and most responsibly grown produce to consumers nationwide. BrightFarms operates hydroponic greenhouse farms in the communities it serves, enabling it to eliminate time, distance, and costs from the food supply chain. BrightFarms’ growing methods, a model for the future of scalable, sustainable local farming, use far less energy, land and water than long distance, field-grown agriculture. Fast Company has recognized BrightFarms as “One of World’s 50 Most Innovative Companies” and one of the “Top 10 Most Innovative Companies in Food” in the world. For more information, please visit [www.brightfarms.com](http://www.brightfarms.com).