

## Biography – Jeffrey D. Gargiulo



Jeffrey D. Gargiulo is the President and CEO of Sunkist Growers, the internationally recognized citrus growers cooperative owned by more than 6,000 citrus growers in California and Arizona.

Gargiulo started his produce career as a picking boss for Naples Fruit and Vegetable Company in Naples, Florida, moving on to the tomato sales desk, and soon becoming the general manager of the 500-acre tomato farm.

As CEO of Gargiulo, Inc., one of the largest producers of fresh fruits and vegetables in the United States, he took the company from a local tomato producer to a global force, achieving the number one market share in the fresh tomato market. An expert in brand marketing, Gargiulo is well known for developing marketing campaigns that truly showcase the product.

Under his direction, Gargiulo Inc created the premier tomato research-breeding program in the industry and expanded research on worldwide seed production. He also introduced crop diversification, capturing the number two market share in strawberries and raspberries, as well as marketing imported grapes, nectarines, plums, pears and peaches from Chile.

In 1997, Gargiulo, Inc. was sold to Monsanto. At the time it handled approximately 10 percent of U.S. fresh tomato production with diversified produce operations in Florida, California, Virginia, Mexico, Puerto Rico and Chile. Following the sale, he served as President of the Produce Business Unit of Monsanto for two years.

Gargiulo is currently chairman and CEO of Gargiulo Landco, having diversified interests including agricultural land leasing and real estate development. He is also the principal owner in a wine grape vineyard in Napa, California and a wholesaler, importer and distributor of fine wine in the state of Florida.

Gargiulo earned his bachelors of science degree in business administration from Florida State University. He is a member of the Florida Council of 100 (comprised of the top 100 CEOs in the state) and serves on the board of directors. He is also chairman of the board of trustees of St. Leo's University, near Dade City, Florida, and serves on the board of public policy of Duke University.

Over the years, Gargiulo has been active in several state and national fruit and vegetable associations. He also served as Chairman of the Produce Marketing Association and was a participant in both the GATT and NAFTA international trade negotiations.