



PBH Expert Series Webinar

SPREADING THE SUSTAINABILITY, OPERATIONAL EFFICIENCY & INNOVATION STORY: PLANT, PACKAGING, PLANET & PEOPLE PERSPECTIVES

August 30th at 2:00 PM EST

In partnership with



RESERVE YOUR SEAT

Tuesday, August 30th at 2:00 pm EST

Overview:

Sustainability, Reliable Service, Operational Excellence, and Innovation have emerged as mega-trends for the decade. Across the produce supply chain, companies are setting goals and taking action to minimize their environmental impact, while delivering value and fulfilling consumer demand in the process. During this session, a grower and Chairman of an agricultural cooperative, a VP of Sales & Marketing for a leading Private Brand Food Company, an Area President for one of the world's largest Foodservice Distributors, and an E-Commerce Retailer will share sustainable practices in place at their organizations as well as recent efforts of quality and innovation, giving insight into these trends' complexities.

Panelists will also share their unique perspectives on delivering safe, affordable, and nutritious fruits, tomatoes, and other foodstuffs to consumer households as well as answer questions regarding the future of sustainability.

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Moderator:



Wendy Reinhardt Kapsak, MS, RDN

President & CEO

Produce for Better Health Foundation

Wendy Reinhardt Kapsak, MS, RDN, is the President and CEO of the Produce for Better Health Foundation (PBH). At PBH, she guides the Foundation's efforts with hundreds of public and private partners to advance the overall effort of increasing fruit and vegetable consumption for happier, healthier lives. Under her leadership and through a two-year transformation, the organization launched the Have A Plant® Movement in 2019.

Prior to joining PBH, Wendy was the Global Lead for Food, Nutrition and Health Partnerships at the Monsanto Company (now Bayer Crop Science). While at Monsanto, her efforts focused on bridging the food, nutrition, culinary and agriculture communities for greater understanding and collaboration. Prior to Monsanto, Wendy served as Senior Director of Health and Wellness at the International Food Information Council (IFIC) and IFIC Foundation in Washington, DC. While at IFIC, she directed food and nutrition communication strategies, including consumer research, opinion leader and media outreach, as well as publications and partnerships, for multiple food safety and nutrition-related issues.

Wendy earned bachelor's and master's degrees in Nutrition and Exercise Science from the University of Missouri, Columbia and James Madison University, respectively. She completed her dietetic internship at Yale-New Haven Hospital — an affiliate of the Yale University School of Medicine.

Panelists:



Mike Binda

Area President for Virginia & West Virginia
US Foods

Mike Binda has been with US Foods for over 20 years. Over those 20 years he has held 12 different positions of increasing responsibility. Currently he is the Area President for the Virginia Areas which include Virginia and West Virginia. He has full oversight and responsibility for the P&L and go to market strategy in those Areas. Prior to Area President he was the Region Vice President for the Northeast Region, Area Vice President for Western North Carolina and prior to that helped run a pilot for the Southeast Region on US Foods current focus for promoting and growing their Best in Fresh Produce initiative. Mike is a graduate of US Foods Aspire to Lead and was part of the steering committee for US Foods Aspire to Grow. Aspire to Lead helps identify senior leadership individuals that are ready to step into key leadership roles and accelerates their development. Aspire to Grow helps to put mid level managers and directors in programs that will increase their training and provide them opportunities to learn more functions within the organization.

Mike is a lifelong learner and enjoys processes and practices. He currently has an AS in Business Administration, BS in Finance and Logistics, MBA in International Business and is finishing his PhD in Communication. Mike has been married for 16 years and has 3 kids, Andrew is 13 and plays basketball and soccer, Kristin is 11 and does basketball and cheerleading and Josh is 7 and plays basketball and soccer. Mike is originally from San Diego enjoys surfing, skiing, basketball, soccer and golf. When he retires from corporate America he looks forward to teaching one class a year in college on intro to business and sharing his life experiences with others.



Morgan Drummond

Misfits Markets
Senior Director of Private Brands

Morgan Drummond is an accomplished private label director with 10+ years of experience in new product development, crafting category strategies, and nurturing career goals of others. Her career started deeply rooted in food science and hands-on product

development after completing a Masters degree. While at Whole Foods Market (WFM), Morgan became intrigued with category management and supply chain, and adjusted her path toward procurement. Her technical background, passion for innovation, and proficiency in strategic thinking positions her as a well-rounded merchant who can appreciate all nuances of a product's lifecycle.



Frank Muller
Farmer & Owner
Joe Muller and Sons

Frank Muller is a partner in a large diversified farming operation located in Woodland, California. His businesses operate under the names Joe Muller and Sons, Yolo Vineyards and Route 3 Wines. The farm produces processing tomatoes, sunflowers, alfalfa, peppers, cucumbers, wheat, corn, walnuts, almonds and wine grapes. Crops are grown with conventional and organic production practices. The farm is recognized for the use of innovative sustainable farming practices.

Frank earned a B.S. in Agricultural and Managerial Economics from U.C. Davis in 1979. He has served on the Board of Directors of Pacific Coast Producers for over twenty years and has been the Chairman of the Board for the last eight years. Much of his community involvement is spent as a volunteer for Yolo County 4-H.

Frank lives with his wife, Nancy, in Woodland. They have two children. His recreational activities revolve around road and mountain biking, hiking, softball, fishing and duck hunting. Frank enjoys reading and gardening. His favorite activity is travelling with Nancy.



Andrew Russick
Vice President of Sales, Marketing & Customer Service
Pacific Coast Producers

Andy Russick is the Vice President of Sales, Marketing and Customer Service for Pacific Coast Producers. Over the 35 years he has been with PCP, he has held the positions of Vice President of Retail Sales, Director of Retail Sales, National Sales Manager, Regional

Sales Manager, Field Operations Manager and Logistics Coordinator. He began working for Pacific Coast Producers shortly after his time at Santa Clara University, where he graduated in 1986 with a degree in Economics. Andy has been very happily married to Kathleen (Martin) Russick for 32 years and has two very pleasant, smart and cheerful daughters, Chloe (29) and Jana (27).

In Andy's free time he travels to various customer's offices across the country, attends trade shows, rides a Peloton, surfs, skis, golfs and listens to a good many podcasts and sporting events. Andy wishes that his legacy in his time working for the Food Industry would be that our nation's population adopt his vociferous appreciation for the qualitative goodness, economic value and logistical sensibility of shelf stable (particularly canned) products.

1 CPEU available through the Commission on Dietetic Registration (CDR)

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