



Millen, GA (October 12, 2017) – The Southeast Produce Council has officially appointed its new Board of Directors Chairman for 2017-2018, Faye Westfall of DiMare Fresh. The induction of the council's second female chairman was made on September 29, 2017 at the President's Dinner Dance held at the SEPC's recent Southern Innovations Organics & Foodservice Expo in Hilton Head, SC.

Faye Westfall was born and raised in Ruskin, Florida where she attended East Bay High School. She later attended Nursing School while living in Maryland. During that time, Faye was also involved in the transportation business. After three years, she moved back to Florida and once again into the produce world, basically the world of tomatoes, transportation, brokerage, as well as running production lines. She worked at J C Valenti for about 9 years before it was purchased by The DiMare Company and continued to run the production line, eventually transitioning into sales. Faye is currently Director of Sales at DiMare Fresh-Tampa.

Faye has served on the Southeast Produce Council's Board of Directors for 7 years and is looking forward to the upcoming year. "The SEPC's educational Step-Upp program has been my passion." Faye states, "I still try to stay in touch with previous classes while concentrating on the current one. Education in the produce community is very important to me, especially trying to blur the lines between the Grower/Shipper and the Retail/Wholesaler. Making communication open and more transparent I feel will only make things profitable for all involved."

Faye does not see the word "retirement" being incorporated into her vocabulary anytime soon. She stays very active with church, family, and work. She also has another side not many know of...she is a professional clown and likes to spread love and laughter when she can through that training. Faye fills her weekends and any spare time with 4 children, their spouses, 5 grandchildren, and 1 great-grandson. She is very involved with her church family, as well.

"Faye is one of the most diligent and hard-working people that we have ever had on this Board." David Sherrod, President and CEO of the SEPC, affirms, "I am so excited to have her energy at our helm this year. She has fostered our STEP-UPP program to one that is recognized

by top retailers in the country as one of the best educational programs within the produce industry. I know that the SEPC will flourish this year because she will unselfishly give her time and resources to make sure it does! She is a blessing to me and this council.”