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PRESS RELEASE

RIVERDALE FARMS HIRES INDUSTRY VETERAN MITCH PENELAS FOR THEIR EXPANDING MASS-MARKET SALES GROUP

Miami, Florida – Tuesday January 19, 2016: Riverdale Farms continues to grow its presence in the Mass Market industry segment with the hiring of industry veteran Mitch Penelas as their newest Account Executive.

Before joining Riverdale, Penelas served various industry posts including sales at Falcon Farms and First Paragon, and with rose grower Aalsmeer Antigua out of Guatemala.

“Penelas blends direct farm-level experience with Mass Market knowledge, a great asset for Riverdale to serve our expanding customer base. We’re excited to have him on board with us,” says Sandra Jahnke, Director of Sales & Marketing for Riverdale Farms.

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About Riverdale Farms, Inc.:

Riverdale Farms is a premier provider of fresh cut flowers and bouquets to the wholesale and mass market industries in the US and Canada. Established in 1970, we market and sell products from our farms and other global suppliers. Their award-winning product quality combined with our first-in-class customer service make Riverdale a trusted and preferred supplier to leading wholesalers and mass marketers across the country. Our farms employ over 3,000 people and are Florverde®, ISO, Eurogap, Rainforest and ETI certified. In addition, Riverdale is only one of two floral companies in the United States to receive an EPA award for environmental excellence.

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