

Friday, October 16, 4:42 pm

## Purfresh dealmaker to heat up expansion

Posted on June 2, 2009 at 10:46 AM

Filed under: CAREERS | JOINT VENTURES AND ALLIANCES | MOVERS & SHAKERS | PEOPLE | SLIDES

Tagged: AGRIMUM INC., ARTURO GOMEZ, CF INDUSTRIES, PURFRESH, TERRA INDUSTRIES INC.

---

[ SHARE ] [ E-MAIL ] [ LEAVE A COMMENT ]

Purfresh Inc. has hired Arturo Gomez as vice president of corporate development to help the company develop and execute global expansion strategies. Gomez (pictured) joins **Purfresh** from John Deere Water Technology, where he led global development for an agronomic product.



ART GOMEZ

Purfresh provides technologies that purify, protect and preserve food and water. Its products include crop applications, food wash systems and cold preservation technologies. Clients include Coca-Cola Co. (NYSE:KO), Procter & Gamble Co. (NYSE:PG) and Wyeth (NYSE:WHY).

At a time when M&A in most industries has gone stale, dealmaking in agribusiness is cooking. Most notably, three of the industries largest players -- Agrium Inc. (NYSE:AGU), CF Industries Holdings Inc. (NYSE:CF) and Terra Industries Inc. -- have been **slinging hostile bids and rejections** for much of 2009.

For its part, Purfresh hasn't been an active acquirer. Instead it's been striking alliances with international resellers to expand its global footprint. In May, for instance, it **signed deals** with Pompeo Catelli and O3 Internacional to market Purfresh products in Italy and Mexico, respectively. Gomez, presumably, will focus on expanding that network even further. - *Suzanne Stevens*