

FreshPlaza: Global Fresh Produce and Banana News

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Purfresh Adds Experienced Agribusiness Executives to Expand Sales, Global Reach

Purfresh, formerly Novazone, a leading provider of clean solutions for food and water, today announced the addition of two food and agriculture industry executives to its growing team. Allen Smith, formerly a director with Monsanto and vice president of BASF's Asia-Pacific agricultural division, joins Purfresh as the general manager of its pre-harvest business unit; and Tyler Carson, former sales director for Crop Data Management Systems and a sales manager for Pace International, has been named Purfresh's eastern regional sales manager.

"In today's food industry, safety and sustainability issues are driving demand for solutions that rely on highly effective, clean chemistry-based products to boost crop yields and enhance food quality and safety", said David Cope, president and CEO of Purfresh, Inc. "Allen and Tyler bring an incredible depth of knowledge and experience that will help us solidify our presence in existing markets while expanding our reach to new customers around the globe."

With 22 years of experience in the agribusiness industry, Mr. Smith will lead sales and business development activities for Purfresh's pre-harvest products. At Monsanto, Mr. Smith led business operations for the company's Asia-Pacific and Europe-Africa divisions. Prior to Monsanto, he spent 15 years at Cyanamid's agricultural division, in senior positions including vice president of Asia-Pacific, Canada and specialty products; and general manager of the company's Canadian division. When Cyanamid was acquired by BASF, Mr. Smith helped manage the transition and stayed on with the company for a year. Mr. Smith holds a bachelor's degree in agricultural economics from the University of Missouri, Columbia and a master's degree in business administration from Cardinal Stritch University, Milwaukee.

"The food industry has always placed food purity and quality at the top of its agenda, and has been quick to adopt promising new technologies that address this challenge while maximizing return on investment", said Smith. "Purfresh is at the front of the pack of these clean food technology offerings, and is helping the industry increase its productivity safely and effectively. This is one of those perfect marriages, I'm excited to be a part of the growing push for green solutions to the agricultural industry's challenges."

For 20 years, Mr. Carson has lead sales and technology development for pre- and post-harvest agricultural applications and related IT products. Mr. Carson, who has bachelor and master's degrees in agriculture from the University of Georgia, joins Purfresh from Crop Data Management Systems, Inc., a specialty software developer for the agriculture and food industries. Mr. Carson also spent five years as sales manager for Pace International, where he worked with post-harvest products for the citrus and apple industries. "Purfresh has a strong reputation in the industry for its scientific approach to managing food risks and produce quality", said Carson. "The eastern U.S. represents a fast-growing market for sustainable and organic solutions for food and agriculture, and Purfresh is poised to grab market share in the region."