



Established in 1963, EarthFresh Foods is a highly innovative North American potato breeding, growing and marketing company headquartered in Burlington, Ontario. The company's Canadian and US packing facilities source from hundreds of growers across North America, and is the only distributor serving retail and foodservice customers across the Americas with fresh commodity and value-added potatoes. The company also supplies commodity and value-added carrots and onions to retail and foodservice customers.

A series of strategic alliances, combined with EarthFresh Foods's extensive international potato breeding and seed multiplication operations, have enabled the company to establish a unique position in the North American market. In excess of 15,000 acres of exclusive EarthFresh varieties are grown annually across Canada and the US. In so doing, the company's breeding and development programs are enabling growers to profit from meeting evolving consumer demands for value, flavour, convenience, and environmental sustainability,

Director of Exclusive Varietal Programs

To lead the expansion of EarthFresh Foods's exclusive plant breeding and commercialization initiatives, and to ensure that the company's crop production and procurement activities are aligned to serving evolving market demands from strategic and operational perspectives, EarthFresh Foods is seeking a dedicated Director. You will oversee its exclusive varietal programs from genetic evaluation through to the postharvest management of commercial crops grown across North America. This permanent position represents an exciting and unique opportunity to play a leading role in the development of this highly innovative company.

You will possess intimate knowledge of all facets of potato production, including seed and commercial operations, and agronomy. International and North American varietal selection and potato growing experience will be a distinct advantage. Your proven ability to lead a team of professionals possessing complementary breeding, grower support, agronomic, contractual, and financial expertise in a dynamic environment is a must.

The ability to purposefully collaborate with all facets of the EarthFresh team to ensure all varietal selection and crop production/procurement decisions are market driven will be crucial. Extensive knowledge of North American fruit and vegetable regulations, including Plant Breeders' Rights, and experience ensuring adherence to North American phytosanitary regulations is a necessary requirement.

Job Description

- Lead a multifaceted team of breeding, crop management, grower liaison and agronomic experts
- Manage contracted third party growers, field trials, and the production of seed and table stock crops
- Oversee varietal development and breeding operations, and international sourcing of exclusive varieties
- Oversee budgets, financial analysis, and ensuring the responsible management of fiscal resources
- Operational analysis and management, including quality assurance and continual improvement programs

Your Skills

- M.Sc. or PhD in agricultural science, or equivalent (*ideal*)
- Minimum 15 years' experience coordinating contracted production of seed and/or market potatoes (*mandatory*)
- Minimum 12 months' experience of North American potato varietal selection, production, agronomics, marketing, contracting, and sales (*mandatory*)

- Minimum 15 years' experience of international potato varietal selection, production, agronomics, marketing, contracting, and sales (*mandatory*)
- Knowledge of, and experience abiding by, North American fruit and vegetable regulations (*mandatory*)
- Ensuring workforce compliance with health and safety standards (*mandatory*)
- Minimum 15 years' experience in practical and proactive hands-on leadership and operations management (*mandatory*)
- Confident though collaborative team player and self-driven learner (*mandatory*)

Based in Burlington, Ontario, the position will be diverse and challenging with excellent long-term perspectives. Regular North American and international travel will be required to fulfil this position. You will report directly to senior management. A competitive salary and benefits commensurate to your skills and experience will be awarded.

If you have questions or wish to apply, email or call the contact below before Friday, February 9, 2024:

Dr. Martin Gooch

martin@vcm-international.com

+1.416.997.7779

Value Chain Management International

1155 North Service Road West, Suite 11

Oakville, ON L6M 3E3

Canada