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## Experienced Produce Veteran Named to Head Sunkist Global Sourcing

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**April 30, 2008, Sherman Oaks, California.....**Michael Nomoto, a veteran exporter from Southern California, has been named Managing Director of Sunkist's global sourcing organization, Sunkist Global LLC. He replaces Mark Tompkins who was tapped earlier this year to lead Sunkist's domestic fresh fruit sales network.

As part of Sunkist's ongoing customer-focused marketing strategy, Sunkist Global LLC sources high quality citrus products from around the world to complement California and Arizona-grown citrus. "We are building strategic relationships with suppliers in other citrus producing countries, such as South Africa, who can provide consistent supplies of counter-seasonal fruit that allow us to offer our large international customers the year-round citrus supply they demand," said Sunkist President-Elect Russ Hanlin.

In his new position, Nomoto is responsible for securing production and folding it seamlessly into the Sunkist international sales and delivery network. "Sunkist is currently sourcing complementary citrus from South Africa, Australia and Mexico and delivering it to customers in North America and Asia," said Hanlin. "Mike will expand those relationships as well as develop new ones in other citrus producing areas."

"Our customers ask us to supply a wider range of high quality citrus products without seasonality limits, including such varieties as limes, which are not traditionally grown by our grower members," said Hanlin. "Sunkist Global allows us to meet those customer demands for consistent supplies, marketing and logistical services with a wider range of high quality citrus products."

Nomoto is a 16-year veteran of Nishimoto Trading, whose U.S. operations are headquartered in Santa Fe Springs, California. As Export Manager, he procured U.S. grown produce, including citrus, vegetables and tropical fruit, for the Japanese and Chinese markets. "Mike certainly brings with him a wealth of experience and a firm grasp of the industry," said Hanlin.

"I'm very pleased to be joining the Sunkist sales team," said Nomoto, "Sunkist's expanding global footprint is adding even more value to the famous Sunkist brand and I'm proud to be able to play a part in that growth."

Nomoto, a graduate of California State University, Northridge with a Bachelor of Science in Business, will be based in Sunkist's Sherman Oaks headquarters, although he will spend a great deal of his time overseas developing business relationships.

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