

# THE PACKER

March 10, 2008

## Tradewatch

### People

#### East

**Marie Simard** has been promoted to controller for Brooks Tropicals Inc., Homestead, Fla.

Promoted from assistant controller, Simard joined Brooks in July 2007 as purchased fruit account manager.



Simard

Before that, she was controller and operations manager for a clothing retailing chain.

Simard succeeds **Janice Kolar**, who was promoted to chief financial officer.

#### West

Ladera Ranch, Calif.-based Dulcinea Farms has made two new appointments.

**Keith Kato** has been promoted to senior vice president of sales and marketing, while **Luzius Caviezel** has joined the firm as general manager, according to a news release.

Kato, co-founder and former general manager, has been with Dulcinea since its inception in 2004. He will now assist in enhancing the firm's brand recognition and raising retailers' and consumers' awareness of Dulcinea products, the release said.

Caviezel brings 20 years of experience in company development and global operations management, most recently as global head of branded fresh produce for Syngenta AG, Basel, Switzerland, according to a news release.

Syngenta helped establish Dul-

cinea in 2004.

**John Dmytriw** has been named sales director for Index Fresh Inc., Bloomington, Calif.

Dmytriw comes to Index Fresh from Temecula, Calif.-based West Pak Avocado Inc., where he served for seven years, after working at Buyproduce.com, Irvine, Calif., according to a news release.



Dmytriw

Sun World International LLC, Bakersfield, Calif., has hired **Glen Scheer** as packinghouse manager.

Scheer has 35 years experience in citrus packing, having worked for Nash-Del-Camp, Visalia, Calif.; Riverbend Produce, Sanger, Calif.; and, most recently, DiMare Fresh citrus facility in Coachella, Calif.

In his new role, Scheer is responsible for citrus grower relations, as well as streamlining packing operations through automation and efficiencies.

Scheer succeeds **Mike Whalen**,



Scheer



Whalen