

## Tradewatch

### People

#### Northeast

**Kevin Natz** was named vice president of government affairs for the National Council of Farmer Cooperatives, Washington, D.C. Natz's most recent position was senior adviser to the undersecretary of the Foreign Agricultural Service, a U.S. Department of Agriculture division.

Before joining the USDA, he was director of trade policy for the U.S. Grains Council, Washington, D.C., as well as an economic analyst and researcher for agricultural sector studies for Sparks Cos. Inc., a Memphis, Tenn.-based agricultural and commodity market research and consulting firm.

After spending years as an engineer, **James Bradley (Brad) Watson** joined his father's company, J.C. Watson Co., as operations

manager. Watson represents his family's fourth generation in the Parma, Idaho-based company.

Watson's addition to the company allows his father, Jon Watson, to focus on customer development, with Brad Watson overseeing operational management, according to a news release.

#### Southeast

**Monica Del Cid** is the newest agronomist at Bland Farms, Glenville, Ga.

Del Cid was formerly a grower for Metrolina Greenhouses, Huntersville, N.C., according to a news release.

Bland Farms hires and retains a new agronomist each year, according to the release.

#### West

**Tristan Kieva** is the new director of business development and

marketing for Pandol Bros. Inc., Delano, Calif.

"I'll focus mainly on the domestic market, at least initially," Kieva said. "I'll be working with the sales department to develop programs for existing and new customers."



**Kieva**

she was eager to return to the supply side of the industry, she said.

Previously, Kieva held marketing positions with Sun Pacific Shippers, Bakersfield, Calif.; Paramount Farms Inc., Los Angeles;

and Frieda's Inc., Los Alamitos, Calif.

Kieva will divide her time between offices at Pandol Bros. headquarters in Delano and at an office in Los Angeles.

**Bill Spidell** and **Kevin Leap** have joined Ladera Heights, Calif.-based **Dulcinea Farms LLC**.

The pair, each of whom will have the title of sales director, bring 30 years of produce industry experience to Dulcinea Farms, said Monique McLaws, marketing manager.

Spidell was at Sun World International LLC, Bakersfield, Calif., and Leap was retail specialty division sales manager at Ready Pac Produce, Irwindale, Calif., McLaws said.

Both men will focus on national and regional accounts at Dulcinea.

By staff writer Ashley Bentley

