



Michael Schadler Joins the Florida Tomato Committee

February 8, 2017
Maitland, Florida



Michael Schadler joined the Florida Tomato Committee on February 1st as its Deputy Manager, and will also act as the Sr. Vice President of the Florida Tomato Exchange and the Florida Tomato Growers Exchange. Schadler was hired to succeed the Committee's longtime Manager, Reggie Brown, who plans to retire in early 2018. Until that time, Schadler will work under Brown to learn the dynamics of the Committee and Exchanges. Upon his hiring, Schadler noted:

"One of the things that attracted me to this role was the opportunity to spend a year learning the ropes from Reggie, who has provided pioneering leadership on so many crucial issues for the tomato industry, as well as the produce sector as a whole. I appreciate the investment by the industry to make this overlap possible. It's a testament to their long-term commitment during a very difficult market environment."

Schadler most recently was the Director of International Marketing at the Florida Department of Citrus. Previously, he was with Bryant Christie, Inc., a consulting firm focused on a variety of agriculture-related issues. Schadler worked closely with the Florida and California tomato industries during his time at Bryant Christie.