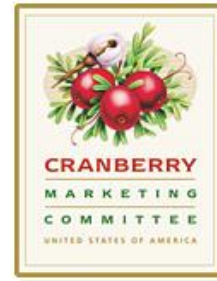


**Contact: Ashley Chard or
Michelle Hogan**
Phone 508-291-1510
Fax 508-291-1511
achard@cranberrymarketing.org
mhogan@cranberrymarketing.org

219A Main Street
Wareham, MA 02571
P: 508-291-1510
F: 508-291-1511
[Http://www.uscranberries.com](http://www.uscranberries.com)

**Cranberry Marketing
Committee**

Press Release



Cranberry Marketing Committee announces resignation of Executive Director

Wareham, MA, November 1, 2011

After twenty-five years of service to the cranberry industry, David N. Farrimond has announced his resignation from his position as the Executive Director of the Cranberry Marketing Committee effective September 30, 2011.

“Over the last twenty-five years I have seen many changes in the cranberry industry,” says Mr. Farrimond. “Today cranberries are considered one of the most recognized fruits due to the health benefits it offers consumers in a global marketplace.” He continues, “I particularly want to thank the staff of the Cranberry Marketing Committee for their professionalism and dedication during some very difficult and challenging periods within the industry.”

David said that he is now looking forward to taking some time to explore new opportunities.

After graduating from the University of Illinois, Dave served in management positions with agricultural cooperatives in Missouri and Nebraska prior to working as a lobbyist for the Wisconsin Federation of Cooperative in Madison, Wisconsin. Dave began his tenure at the Cranberry Marketing Committee in 1986, where he now moves on from the CMC leaving his position as Executive Director. In addition to his full time career, Dave has also served as an adjunct instructor at Park College, Kansas City, MS, University of Wisconsin, Madison, WI and Cape Cod Community College, Hyannis, MA.

“Throughout his twenty-five years of service Dave has been instrumental in bringing the CMC’s generic promotions program to where it is today”, says Scott Hannula, Chairman of the Cranberry Marketing Committee. “During his career at the CMC, Dave has worked to bring the cranberry industry through some of its most challenging times while becoming a friend within the industry. Under Dave’s leadership the CMC has grown to be one of the best managed marketing programs under the USDA’s Agricultural Marketing Service. His knowledge, talents and experience have been great assets to the CMC, leaving behind extremely high expectations for the new Executive Director.”

The Cranberry Marketing Committee (CMC) operates under the authority of the Agricultural Marketing Agreement Act of 1937 and was established as a Federal Marketing Order in 1962. The objective of the Cranberry Marketing Committee is to ensure stable supply and demand of quality products while generically promoting the use of cranberries internationally and domestically.

####

For additional information, please contact Ashley Chard at 508-291-1510 or via e-mail at achard@cranberrymarketing.org

For Immediate Release, November 1, 2011

