



## **FOR IMMEDIATE RELEASE**

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### **Duda's Sandy Clifton Joins SureHarvest**

#### **Produce industry expertise timely as SureHarvest launches initiatives in fresh fruit and vegetable markets**

**SOQUEL, Calif. — July 24, 2007 —** Sandy Clifton, a 25-year veteran of fresh produce sales and marketing, has joined SureHarvest, an integrated agri-food management software and sustainability service company, as senior sales specialist.

Clifton was senior account manager at Duda Farm Fresh Foods and before that held purchasing, sales and logistics positions at Tanimura & Antle, James Pascho Distributing, AmeriFresh and Dole Fresh Vegetables.

Clifton will be leading SureHarvest's new food safety compliance software tool for the Leafy Green Marketing Agreement (LGMA). She will also be helping growers, wineries and food companies design, execute and evaluate sector-specific sustainability programs with measurable metrics.

"There are a lot of similarities in the way SureHarvest approaches food safety and sustainability strategies," said Clifton upon joining the SureHarvest team. "Both are best implemented with sound management and information systems that lead to specific, measurable and verifiable metrics."

"Sandy's on-the-ground produce expertise will help us tailor our new safety and sustainability initiatives and the accompanying software to the day-to-day decision-making required by each point of a product's supply chain," said SureHarvest President, Dr. Jeff Dlott.

**About SureHarvest** — SureHarvest is the leading provider of fully integrated farm management software systems and sustainability services to growers, wineries and food companies. SureHarvest's completely customizable, comprehensive technology helps growers add value to their crops by cutting costs while improving quality. The company offers affordable solutions to small, medium and large-scale operations. For more information please visit [www.sureharvest.com](http://www.sureharvest.com).

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