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Potandon Produce Appoints Michael A. Pennella to Board of Directors

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Potandon Produce LLC, exclusive marketer of Green Giant Fresh potatoes and onions, announced the appointment of Michael A. Pennella to its Board of Directors, marking another significant milestone following the recent appointment of Des Hague as Chief Executive Officer and President. The appointment adds one of the food industry's most accomplished operating executives as the company continues executing its long-term growth strategy.

Pennella brings more than 40 years of executive leadership across some of the world's most recognized food companies. Throughout his career, he has built, integrated, and led billion-dollar businesses spanning retail, foodservice, and consumer packaged goods, with deep expertise in commercial strategy, organizational transformation, product innovation, and operational excellence.

He previously served as President of Hillshire and Sara Lee Bakery & Deli, where he led the consolidation of multiple operating companies into a unified foodservice organization representing more than $1.7 billion in annual sales. His portfolio included iconic brands such as Hillshire, Ball Park, Sara Lee, Jimmy Dean, State Fair, Bryan Foods and others.

Pennella later joined ConAgra Foods to lead another major business transformation, bringing together brands including Hunt's, Wesson, Healthy Choice, Armour, Eckrich, Butterball, Reddi-wip®, Egg Beaters and Fernando's into a consolidated foodservice organization generating more than $2 billion in annual revenue.

Earlier in his career, Pennella held senior leadership positions with Seneca Foods, PepsiCo, Pillsbury, Michael Foods, Lamb Weston, Pilgrim's Pride and Schwan's Foodservice. Since retiring from corporate leadership, he has advised numerous food companies, private equity firms and emerging brands on growth strategy, commercialization, product innovation, acquisitions and organizational development.

"Mike is one of the most respected executives in the food industry," said Jeff Sholl, Chairman of the Board for Potandon Produce LLC. "His experience building iconic brands, leading large-scale business transformations and creating high-performing organizations will be an invaluable resource as we continue positioning Potandon for long-term growth. We're excited to welcome him to our Board."