



JAMIE STRACHAN, 35
President/CEO
Growers Express
Salinas, CA

Strachan's initial exposure to the Salinas agricultural scene was as a principal with Pacific Risk Management, where he advised the partners of Growers Express on financial matters such as workers' compensation, employee benefits, risk assessment and asset management. His ability to understand the needs of the owners and develop tools to meet and optimize their needs led to him becoming interim general manager of Growers Express and then to president and CEO of this \$150 million company.

He sponsored a community program called Health Eating Lifestyle Principles (HELP), which was designed to educate school children and adults about eating right and exercising. Jamie has been featured in commercials as a HELP spokesperson to promote healthy recipes and healthy eating within the community. Growers Express worked with HELP to provide weekly health seminars within Growers Express and affiliated company offices for our employees.

Strachan was one of the founding board members of the California LGMA; he is currently vice chairman and serves on the executive committee and communication committee and currently. He has been instrumental in establishing the program guidelines, staffing, budget and direction for the LGMA which has quickly become the standard and model for Food Safety across the produce industry.

Under Jamie's leadership Growers Express has been investing and collaborating with top universities and testing laboratories in science and research relating to food-safety issues.

He believes consolidation in the industry is key to providing better, more efficient and more valuable services to customers long-term. Under his leadership and direction, the Capurro Partners recently joined Growers Express, which has successfully consolidated its customers, products, brands and sales forces with their own. The partners, employees, customers, products and production base have proven to be very complementary and the combination has been a huge success.

Strachan came from the Silicon Valley and was in the technology businesses prior to coming to the Salinas Valley over seven years ago. He brings a vision of how to leverage technology, science and marketing for Growers Express and the produce industry. Under his leadership Growers Express was the first shipper to implement the first fully integrated grower/shipper version of Microsoft Axapta with Hitachi Consulting. He has also led Growers Express to develop a revolutionary new tracking system called TrueTrac.

When he considers his mentors, he notes, "Woody Johnson [of Growers Express] has helped me understand the industry and dynamics. Every one of my employees and each of the owners are my mentors every day."