

BIO of E. Scott Horsfall

Scott Horsfall is Chief Executive Officer of the California Leafy Green Products Handler Marketing Agreement (LGMA). The LGMA represents the state's handlers of lettuce, spinach and other leafy green products, and is charged with certifying that its members only sell products that have been produced and processed to the highest standards for food safety. The LGMA was formed in April of 2007, and Horsfall joined the organization in May of that year as its first CEO.

From 2002 through 2006 Horsfall was CEO of the Buy California Marketing Agreement, the organization that created and aired the successful "California Grown" advertising and promotion campaign. Joining the "California Grown" campaign as Chief Operations Officer at its inception in 2002, Horsfall oversaw the creation of the initial marketing programs, and was promoted to CEO in 2003.

Prior to joining "California Grown", Horsfall was president of the California Kiwifruit Commission (CKC), a position he held from 1997 to 2002. The CKC represents all of California's 400+ fresh kiwifruit farmers, and implements advertising, promotion and research programs on the industry's behalf. Horsfall oversaw an annual \$1 million budget, and implemented promotional programs in five foreign countries as well as the United States.

Horsfall began his career in California agriculture with the California Table Grape Commission, Fresno, CA, where he served most recently as Vice President, International Marketing. At the CTGC, Horsfall oversaw an annual \$3.5 million export promotion program. During his tenure grape exports increased over 600% in 14 years.

Horsfall has actively served on several industry boards and committees. He served as chairman of the United States Agricultural Export Development Council (USAEDC), was a member of the Agricultural Trade Advisory Committee (ATAC) for fruits and vegetables and is a past chairman of the Produce Marketing Association's International Trade Conference.

Horsfall has a MA in international relations from California State University/Fresno and a BA in communications from Brigham Young University in Provo, Utah.