

Lorri A. Koster

Lorri A. Koster is the principal behind Koster Communications (founded in 2002), a marketing and public relations consultancy. Her client roster has included produce giants Mann Packing, Gills Onions and Grimmway Farms. Koster Communications also publishes the quarterly magazine, *Coastal Grower*, which is produced and distributed in coordination with the Grower Shipper Association of Central California.

Lorri is the third generation of her family to work in agriculture, and started her full time career in 1990 at Mann Packing Company, Incorporated. While at Mann, Lorri directed the firm's marketing and communication programs. She worked with both the trade and consumer media covering issues such as nutrition marketing, product innovation, food safety, quality assurance and menu development.

In 2000 Lorri left Mann to join ProduceOnline.com as vice president of marketing. After their acquisition by World Commerce Online, Lorri resigned to accept an associate publisher position with *Produce Business* magazine. While at the magazine she wrote in depth cover stories and directed resources for other writers. She also helped shape editorial strategy.

Lorri has participated on numerous committees for the Produce Marketing Association, the United Fresh Fruit and Vegetable Association, Western Growers and the Grower Shipper Association of Central California. She was a member of both the board and executive committee of the Produce for Better Health Foundation.

Lorri was president of the board of directors of the International Fresh Cut Produce Association, being the first woman to chair an American produce trade association. In 2005 she was named one of the industry's top 40 produce professionals under the age of 40 by *Produce Business* magazine.

Lorri is a graduate of Leadership Salinas Valley and was named Outstanding Young Farmer by the Salinas Jaycees in 1994 and Outstanding Young Citizen in 2005. In 2006 she was named an Outstanding Young Californian by the California Junior Chamber of Commerce and Ag Woman of the Year by Salinas-based non-profit Ag Against Hunger. She is a member of the Salinas Rotary Club, on the board of the Washington Union Educational Foundation and Monterey County Ag Education. She is a board trustee for the National Steinbeck Center and the Panetta Institute for Public Policy.

Lorri attended Spreckels School kindergarten through 8th grade and then Salinas High School. She has a Bachelor of Arts degree in public relations with a minor in

business marketing from California State University, Chico. She resides in Salinas with her husband, Tom, and two boys, Jack and Sam.