

Charles (Chet) E. Townsend, Jr.

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Executive Summary

A highly innovative and experienced Senior Executive with more than 34 years of successful, progressive experience in all aspects of citrus industry management, including information systems, operations, marketing and futures trading, and Irrigation Agronomy with field crops, including corn, cotton, peanut, soybean, and tomato. Hands on, pro-active manager recognized for open, honest, straightforward communication.

Summary of Accomplishments

- One of the top Irrigation Agronomists world-wide, specializing in corn, cotton, peanut, soybean, tomato, and tree crops, including citrus, by analyzing soil moisture data collected via soil moisture probes.
- Unique ability to train growers to use and understand soil moisture data to improve water use efficiency and crop yields.
- Introduced soil moisture monitoring to the Florida Citrus Industry using C-Probes, AquaSpy Probes, AgWISE.net, and AquaSpy Server.
- Help developed and directed the fresh fruit business-to-business on-line trading system for eFruit International, Inc., FruitMarketplace.com.
- Maintained excellent customer relations, expanded orange juice concentrate sales from \$5 million to over \$16 million in annual sales, with overall fruit and juice sales combined in excess of \$40 million.
- Developed corporate Intranet to allow easy access of data, HR policies, marketing, and weather information for production and other personnel. Facilitated data linkage and communications between all divisions of the company. Developed juice inventory, production and sales spreadsheets to manage growth in sales.
- Added \$1.2 million to bottom line in 1997 by conservatively hedging orange concentrate inventory on the OJ Futures Market and managing pricing of fruit and juice.
- Directed a unique pounds solids management program to accurately estimate the company's fruit crop and to maximize returns by managing the harvest of the crop in a scientific manner.
- Through quick innovative negotiations, was able to salvage the company's orange crop, after the January, 1997 freeze, by contract packing orange juice through several processors and selling the juice directly to end users for a profit.
- Successfully negotiated multi-year fruit contracts with major processors at favorable prices.
- Active in industry affairs representing the company and is well respected.

Employment History

Vice President – Agronomy, AquaSpy Inc.	2008 to 2011
Area Manager Florida, Agrilink Florida Inc.	2001 to 2008
Commercial Director, eFruit International, Inc., Orlando, FL	1999 to 2001

Turner Foods Corporation, Punta Gorda, FL,**1976 to 1998**

Turner Foods Corporation was a subsidiary of the FPL Group, Inc., trading on the NYSE (FPL), with annual revenues exceeding \$6 billion. Turner Foods Corporation annual revenues were in excess of \$40 million.

Vice President, Technical Services**1997 to 1998**

Reporting directly to the CEO, responsible for OJ Commodities Futures Trading, FCOJ Sales from Toll Processing Inventory, Internet and Intranet Web site Maintenance. Direct reports in the Information Systems Group included a Director of Technical Services and two technicians.

Vice President, Marketing and Sales**1995 to 1997**

Reporting directly to the CEO, responsible for revenues in excess of \$40 million annually by directing all corporate marketing strategies including Fruit Marketing, FCOJ Sales and Futures Trading Fruit Harvesting and Contract Negotiations. Direct reports included a marketing manager, a harvesting manager and a staff of 5 harvesting superintendents.

Director, Marketing**1989 to 1995****Vice President of Operations****1985 to 1989****Director, Operations****1983 to 1985****Education**

Bachelor of Science, Agriculture, University of Florida, 1975

Attended George Washington University, 1971-1973

Areas of Effectiveness

- Irrigation Agronomist
- Public Relations with the Citrus Industry
- Orange Juice Marketing and Commodity Futures Trading
- Contract Negotiations
- Project Management
- Windows XP and 7
- Microsoft Office Pro Suite; Outlook, Excel, Word, PowerPoint
- DreamWeaver HTML Web Authoring Tools

Web Sites Published

- The Ultimate Citrus Page: <http://www.ultimatecitrus.com>
- The Story of Florida Orange Juice - *From the Grove to Your Glass*:
http://www.ultimatecitrus.com/Story/oj_story.html
- Citrus Industry Magazine: <http://www.citrusindustry.net>
- DISC - Decision Information Systems for Citrus: [http:// www.ultimatecitrus.com /disc/](http://www.ultimatecitrus.com/disc/)
- Florida Science Source, Inc.: <http://www.ultimatecitrus.com/fssource>

Professional Affiliations

Gulf Citrus Growers Association

Director	1986 to 2001
Chairman, Community Relations Committee	1996 to 2000
President	1991 to 1992

Florida Citrus Mutual

Director	1989 to 1992
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Citrus Administrative Committee

Grower Member	1988 to Present
Chairman	1992 to 1993

Florida Citrus Crop Estimate Advisory Committee

Member	1988 to Present
Chairman	1994