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FOR IMMEDIATE RELEASE
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Produce Industry Veteran to Speak at Cal Poly Nov. 13

SAN LUIS OBISPO – Don Goodwin, president of Golden Sun Marketing and a veteran of three decades in the produce industry, will speak Thursday, Nov. 13, from 11 a.m. to 12:30 p.m., in Cal Poly's Chumash Auditorium, Room 204. The talk is free and open to the public. Goodwin will discuss the partnership he helped negotiate with Disney to try to increase consumption of fruits and vegetables among children.

Goodwin founded Imagination Farms in 2005 and helped work out the deal with Disney Consumer Products to launch a line of fresh produce under the Disney Garden brand. He will talk about the effort in a speech titled "Disney Garden Products - A New Concept in Produce Marketing."

Goodwin owns Golden Sun Marketing, a marketing and strategic business development company that specializes in all aspects of the fresh produce industry.

Prior to launching his own company, he served as the chief operating officer of Green Giant Fresh, helping to build retail and grower partnerships to expand the Green Giant brand.

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