

GROWERTALKS

GT in Brief

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Jose Smith Jr. Named President of Costa Farms

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Congratulations to Jose “Joche” Smith Jr., son of Jose and Maria Smith, co-owners and co-builders of Costa Farms of Miami. He’s just been named president of the business as part of the leadership transition process.

This fourth-generation Costa is more than qualified for the big job, having grown up in and around the family business, serving since 2017 as Director of Sales, Replenishment & Analytics, and also VP of Sales & Merchandising. But behind the nursery and greenhouse chops lies a degree in mechanical engineering from MIT. And to top that off, he earned an MBA from Harvard Business School. Did I mention he’s smart? You need that to manage 1,500 varieties on 5,200 acres in several states and countries.

Meanwhile, after three decades as CEO and president, Joche Sr. (also an engineer with an MBA) will step away from the president’s role and stay as CEO and a member of the Board, providing strategic oversight. He’ll also continue to lead the legal and human resources functions, allowing him to continue shaping company culture.

“Joche Jr. has an innate understanding of our customers and our mission to bring plants to every home. He’s ready to lead us forward with clarity and purpose,” said Joche Sr. of his son’s new role.

Taking over Joche Jr.’s seat as Senior Vice President of Sales and Commercial Operations is Juan Rodriguez, formerly Director of Sales for Lowe’s. **GT**