

Will Daniels is President AgroThrive, Incorporated, an organic liquid fertilizer manufacturer in Gonzales, California. In this role, Will is responsible for manufacturing operations and new business development. Prior to joining AgroThrive, Will was President of the Produce Division for IEH Laboratories and Consulting Group; providing testing, food safety and operations expertise to the produce industry. Prior to IEH, Will was President and CEO of Fresh Integrity Group, Inc.; a consulting firm specializing in operations and food safety consulting for the fresh produce and perishables industries. Prior to that, Will was with Earthbound Farm from 1999 until 2014. Having leadership roles in both Quality Assurance and Operations, he helped the company grow from a small, regional salad producer to the nation's largest grower, packer and shipper of organic produce. As Earthbound Farm's Chief Food Integrity Officer, Daniels was responsible for food safety, food quality and the company's organic integrity program. Before joining Earthbound Farm, will worked for 15 years as a consultant in the food service sector designing menus, introducing food safety controls, improving costs and he even had his own catering business.

Will is a sought-after speaker and has addressed key issues in food safety in the produce industry at meetings of the National Academy of Sciences, the National Restaurant Association, the Institute of Food Technologists, and the International Association for Food Protection. He was he keynote speaker at the 2013 and 2020 Food Safety Summit, was one of the Packer 25 annual list of produce leaders for 2013 and was named one of the food industry's top food safety leaders by Marler/Clark's Food Safety News in 2013.

He has also been featured in a variety of national news stories on food safety with media such as The New York Times, and ABC News's Good Morning America; and is the author of two chapters, "Effectively Managing through a Crisis," in the book Microbial Safety of Fresh Produce, published by Wiley in 2009 and "Pathogen Testing in Fresh Produce: Earthbound Farm," in the book Global Safety of Fresh Produce; A handbook of best practice, innovative commercial collations and case studies, published by Woodhead publishing in 2014. An active leader in the food industry, Will serves on a variety of boards and echnical committees, including California Certified Organic Farmers' Board from 2000 to 2013 and was chair of the Board from 2006-2013.