Chris Barnes is part of a 5-generation farming family in Hastings, FL that produces over 1200 acres of cabbage, watermelon, cantaloupe and cucumber each year. He developed and operates the largest hydroponic greenhouse datil pepper operation in the world and produces every pepper for the largest datil pepper sauce bottler. The success of this niche product has helped Chris and his family continue to be innovative and forge ahead in Florida agriculture.

For 13 years, Marvin Wilhite, Jr. has owned and operated Cahaba Clubs Herbal Outpost, a 10-acre hydroponic greenhouse operation in Odessa, Florida. He produces micro-greens, micro-herbs, micro-vegetables, exotic tiny greens, mini-lettuces and a variety of pea shoots. The products are harvested daily and shipped nationwide, particularly to upscale restaurants that use the specialty products as flavorful garnishes for their exotic gourmet dishes.

Rod Heyerdahl has been in the vegetable seed industry for the last 25 years. His roles include research assistant in a squash/cucumber breeding program, research station manager, product development and sales. He has a BS in biology from Florida State and an MS in entomology from UGA. He has been with Johnny’s Seeds since October of 2011.