

Bret Erickson

Sr. Vice President for Business Affairs, J&D Produce

Bret Erickson grew up in the Rio Grande Valley in McAllen, TX. He attended Texas Tech University where he obtained his B.S. in Agricultural & Applied Economics in 1997.

Upon graduation, Bret returned to South Texas and went to work for DuPont Pioneer Hi-Bred in Weslaco, TX where he was involved in the growing and shipping of seed corn for the Latin American market. In 2008, Bret relocated to Kauai, Hawaii where he served as the Plant Operations Manager for the Kekaha DuPont Pioneer foundation seed facility.

In 2011, Bret returned home to the Rio Grande Valley as a Project Manager with Texas Citrus Mutual and the Texas Vegetable Association in Mission, TX. Bret was focused on pest and disease issues for citrus and vegetables, immigration reform, water issues, grant writing, and numerous other initiatives.

In 2012 Bret joined the Texas International Produce Association (TIPA) as President and CEO where he focused on pursuing the economic and political interests of the domestic and imported fresh fruit and vegetable industries in Texas. Under Bret's leadership, TIPA developed the VIVA Fresh Produce Expo and made major regulatory and legislative strides aimed at improving the business climate for Texas producers and Texas based importers of fresh Mexican produce.

In addition to his duties at TIPA, Bret also served as Executive Vice President for the Texas Vegetable Association, Manager for the South Texas Onion Committee Federal Marketing Order and the Texas Produce Policy Council (TEXPAC).

In July of 2017, Bret joined his friend and mentor, Jimmy Bassetti, at J&D Produce as Sr. Vice President for Business Affairs. Bret handles a variety of issues, ensuring that J&D is on the cutting edge of the grower/shipper related issues and well positioned for future growth and success.

Bret remains highly engaged in a number of industry boards and committees.