



Jon D. Esformes is CEO and Operating Partner for Pacific Tomato Growers DBA Sunripe Certified Brands, a premium tomato farming operation committed in the areas of sustainability, social responsibility, food safety and quality. Jon is the fourth-generation of family leadership for the Esformes family serving customers from coast to coast year- around with an extensive line of field grown tomato varieties.

Between managing farming, packing and marketing operations in both the United States and Mexico, Jon also dedicates time for collaboration on industry projects. Jon participated in the 2019 Tomato Suspension Agreement negotiation, testified to the International Trade Commission and is active on the Board of Florida Tomato Committee, Florida Tomato Exchange and Florida Fruit & Vegetable Association, and served on the Florida Farmworker Advisory Council in 2022.

As Operating Partner of Pacific Tomato Growers, Jon is an outspoken advocate for farmworker rights and protections. In 2010 Pacific Tomato Growers was the first large company to sign a direct agreement with the Coalition of Immokalee Workers and the Fair Food Program with his commitment to social responsibility, their employees, and bringing more resources and opportunities to each individual at every level of their operations. From the hand that picks the produce to the team member that packs the food-safety certified fruits and vegetables, Pacific Tomato Growers is one of those companies increasing its efforts to support both its evolving program and the people who have helped build it.