



CONTACT

Mike Way, Managing Partner, Prime Time International
Phone: 760-399-4166

Mike Aiton, Prime Time International's Director of Marketing, Retires After Over Forty Years in the Produce Industry

(COACHELLA, CA — October 20, 2017) After nearly five decades in the produce industry, Mike Aiton, Director of Marketing at Prime Time International will retire November 1st. He has been a valued member of the Prime Time team since 2009 and will be truly missed by many in the industry. “Mike is very well liked in the agriculture community and he’s known throughout the produce industry as a true professional,” notes Mike Way, Managing Partner.

Aiton’s expansive career and vast produce marketing experience spans from retail grocery to production agriculture, and everything in between. Aiton began in the produce industry with the Denver based retail chain, King Soopers. Mike started in the management training program, eventually rising to the top where 14 of his 20 plus years in retail were spent as Director of Produce and Floral. In 1991, Sun World International recruited Aiton to be their Director of Marketing. Mike, his wife Debby, and their seven children left their home in Denver and moved to the Coachella Valley where Aiton went on to spend the majority of his 18 years at Sun World as the Sr. Vice President of Sales and Marketing,

Prime Time brought Aiton on board in 2009 as Director of Marketing to promote new business development and strengthen existing customer relationships. Prime Time’s Partners all agree that over the past 8 years, Aiton’s extensive marketing and industry expertise has proven to be invaluable for the company. “I thought I was a good merchandiser until Mike Aiton joined our team,” recalls Carl Sam Maggio. Mark Nickerson said, “I not only have found Mike to be an extremely knowledgeable resource of information but more importantly a very reliable, honest and humble person. It's been my sincere pleasure having the opportunity to work with Mike these past years.” Mike Way added, “When Mike came to Prime Time in 2009, he really changed our course. His calm demeanor, tireless work ethic and incredible sense of humor changed Prime Time forever.”

Aiton attributes much of his success at Prime Time to the strength and reputation of the company as a whole. “When I made calls, went to meetings and put together deals, I was always backed up 100% by the company. I was truly the beneficiary of Prime Time’s accomplishments. The commitment to quality and belief in doing all things right opened up a lot of doors for me when I said, I’m from Prime Time.”

For Aiton, the biggest challenge in retirement will be, “Learning to sleep past 4 a.m. That’s the time I’ve been getting up for the past forty years,” he laughs. Way added, “Mike may be done in day to day work, but we will continue to consult with him as needed in the coming years.” Prime Time wishes Mike Aiton an abundance of good health, happiness and enjoyment during his much deserved retirement years. His presence will be sorely missed.

About Prime Time International

Prime Time International, based in Southern California's Coachella Valley, grows, packs and ships multi-colored peppers from multiple locations in the United States and Mexico. The company has created an impressive agricultural infrastructure to supply premium colored peppers 365 days a year to the marketplace. Prime Time grows both open-field and hothouse peppers. On a seasonal basis, Prime Time produces asparagus, tomatoes, watermelons, green beans and corn. For additional information, visit www.primetimeproduce.com.

###