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Pederson's Natural Farms, a leading domestic and international further processor of all natural meat products, has hired Todd Riley as Texas Regional Sales Manager. Riley's main efforts will be focused in the states of Texas and Oklahoma. Pederson's has been experiencing rapid growth nationwide and wanted to take advantage of the opportunities in these two states.

"This newly created position fits perfectly with our geographic expansion plans. The Texas and Oklahoma areas are very important to us and having a representative in these areas helps our company's strategic position of offering customized solutions and direct personal care to all of our valued partners." Cody Lane, President, Pederson's Natural Farms.

Riley is an industry veteran with 20 years of experience in sales, marketing, and customer relations.

"I'm very excited about joining Pederson's Natural Farms. I've been in the industry a long time, and, when I decided to make a change, I wanted to go with the company that was known for customer service and quality products."

Based in Hamilton, Texas, Pederson's has been producing fresh and smoked natural meat products since 1992. Dedicated to providing superior quality, naturally cured bacon, hams, sausage and much more, Pederson's mantra is "real people making real food using natural\* meats raised with humane and environmentally safe practices."