

KAPI KAPI NAMES MIKE NAFTEL DIRECTOR OF BUSINESS DEVELOPMENT

MIAMI (July. 28, 2026) – [Kapi Kapi Growers](#), a leading global grower-shipper of sustainably grown bananas, pineapples, and plantains, has named Mike Naftel as Director of Business Development. Based in the South, Naftel will lead the company's business development initiatives, strengthen customer relationships, and identify strategic opportunities to support the continued expansion of Kapi Kapi's banana, pineapple, and plantain programs.

Naftel joins Kapi Kapi with more than 20 years of experience in the produce industry, bringing extensive expertise in sales leadership, business development, and category management across retail, wholesale, and foodservice channels throughout North America. Throughout his career, he has developed and executed customer-focused growth strategies, built successful produce programs, and cultivated long-standing partnerships that have driven sustained business growth.

Prior to joining Kapi Kapi Growers, Naftel held leadership positions with Del Monte Fresh Produce and Latin Specialties, where he specialized in bananas, pineapples, plantains, and other fresh produce categories. His background spans regional and national sales leadership, foodservice operations, pricing strategy, and go-to-market planning, earning him a reputation for delivering innovative solutions and measurable results for customers and supply partners alike.

"I'm excited to join a company that is committed to producing high-quality fruit while investing in sustainable growing practices and long-term customer partnerships," said Naftel. "Kapi Kapi has built a strong reputation in the marketplace, and I look forward to working alongside the team to strengthen existing relationships, identify new growth opportunities, and continue building programs that create value for our customers."

Jorge Acon Leon, President, Kapi Kapi Growers, added, "Mike's extensive industry experience, strategic mindset, and deep relationships throughout the produce industry make him an outstanding addition to our leadership team in the U.S. As Kapi Kapi continues to grow, his proven ability to develop customer-focused solutions and build successful business partnerships will be instrumental in expanding our presence across North America while continuing to deliver the exceptional service and quality our customers expect."

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About Kapi Kapi

[Kapi Kapi's](#) founding company is a family-run operation with nearly 40 years of experience responsibly growing bananas and pineapple since 1987. As the largest carbon-neutral certified banana grower in Costa Rica and Latin America, looking to the future, Kapi Kapi aims to expand its customer base to support retailers in need of a private label partner as well as those looking to differentiate pineapple and banana offerings with a brand that has a story consumers can relate to. For additional information, visit kapi growers.com or email a member of the sales team directly at sales@kapi growers.com.

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