



James D. Giannestras
May 28, 1941 — March 27, 2009



**James D.
Giannestras
Memorial Scholarship
in Food Industry
Management**

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Michigan State
University

**James D. Giannestras
Memorial Scholarship in Food
Industry Management**

Jim Giannestras, a native of Cincinnati, served with the U.S. Coast Guard before earning a Bachelor's of Science degree at Michigan State University. He returned to Ohio and the University of Cincinnati, obtained a law degree and started his legal career with American Commercial Barge Line, prior to opening a private practice in Wilmington, Ohio.

Jim and his wife Gail then moved to Traverse City, Michigan, where they raised two daughters, Holly and Libby. In 1979, he began his beloved career in the food industry with Cherry Central Cooperative, as Vice President of Sales and Marketing. Initially, sales focused on tart cherries and sweet cherries produced by the Co-op's members. With a keen eye toward fulfilling the customer's needs, the product offerings expanded to include everything from apples, blueberries, and cranberries, to the more exotic, like pomegranate juice concentrate.

Jim often referred to himself as "just a fruit peddler". In his travels to see customers in all parts of the world, he befriended many and willingly shared his vast knowledge of fruit processing and the related food industry. During his 30 year career, growers, processors and major food manufacturers appreciated his insight and straight-forward approach to the intricacies of selling fruit.

With heartfelt honor and in loving memory of Jim Giannestras, this scholarship is established by Cherry Central Cooperative.

This scholarship will be awarded to a junior or senior in the Food Industry Management Program. The award will be \$1,500 each year and will be given to one student, in most cases. The Department of Agriculture, Food, and Resource Economics will determine who receives the award each spring.

Pledge Form

I/We wish to make a gift in the amount of: \$ _____ designated for the James D. Giannestras Memorial Scholarship (A1 03740)

My/Our total gift will be paid as indicated:

- A check payable to Michigan State University
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Card number: _____

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Enclosed is my first payment of: \$ _____

Send pledge reminders: (check one)

- Annually
- Quarterly
- Semi-annually, beginning: Month _____ Year _____

- This pledge replaces all other outstanding pledges

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Spouse Name: _____

- I work for a matching gift company, or
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