

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Heartland Catfish Welcomes Susan T. Minck as Director of Retail Sales

Itta Bena, Miss. (Dec 9, 2025)- Heartland Catfish Company recently hired Susan T. Minck as Director of Retail Sales. Minck brings a long history of working with the country's largest retailers, including Walmart, Kroger, Publix, Target, ALDI and Albertsons, to the Director of Retail Sales position.

Throughout her career, Minck has built a reputation for strengthening customer relationships, driving category growth and working closely with teams across organizations to create meaningful, long-term success. Her background in national account management and her practical, people-focused leadership style makes her an excellent addition to the Heartland team.

"Adding Susan to our sales team allows a more focused approach in managing our retail customer portfolio and achieving goals of expanding our retail customer base and continued engagement with our customers," said Jonathan Mills, Executive Vice President of Heartland Catfish Company. "We are excited to welcome Susan and look forward to the positive impact her experience and leadership will bring to our partners, customers and organization."

As Director of Retail Sales, Susan will guide Heartland's retail sales strategy, work to expand distribution opportunities and work directly with customers and internal teams to support continued growth. She will also represent Heartland Catfish Company at retail meetings, industry events and trade forums to continue strengthening Heartland's position as a leader within the seafood industry.

"Heartland Catfish Company has built a strong reputation for quality, service and integrity, and I look forward to partnering with our retail customers to grow the category, support their goals and bring great products to even more families," said Minck.

Heartland Catfish Company provides U.S. Farm-Raised catfish to retailers across the United States and will continue to expand its footprint during its 30th year in business in 2026.

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About Heartland Catfish Company

Founded in 1996, Heartland Catfish Company has grown into the country's largest U.S. Farm-Raised Catfish producer and processor and is located in Itta Bena, Miss. Owned by the Tackett Family of Tackett

Fish Farms, Heartland Catfish Company is the largest single producer of U.S. Farm-Raised Catfish in the United States and sells fresh and frozen catfish products to retailers and restaurants around the country. Follow Heartland Catfish Company on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#) and visit heartlandcatfish.com to learn more.