



Urner Barry Appoints New Vice President and Expands Seafood Reporting Division

January 31, 2019, Toms River, NJ – Urner Barry, the leading provider of protein market news and information in the food industry, has appointed veteran team member Gary Morrison to the position of Vice President.

Morrison had previously served as Director and lead Market Analyst at Urner Barry. During his 10+ year tenure with the company, Morrison has reported on the pork and boxed beef markets. He has also managed various departments within the organization, while overseeing recruitment initiatives and HR functions.

Urner Barry COO Jim Kenny noted, “Gary has become a central member of the management team and, in the position of Vice President, will be critical to operational development.”

In addition to his appointment to the role of Vice President, Morrison will also be extending his duties to include reporting on the seafood market. “Gary’s experience in meat will translate well into seafood. We look forward to having him share his perspective of macro themes and economic data, and how they relate to market conditions, pricing trends and buying patterns.”

Morrison heads up Urner Barry Analytics and has spoken at numerous industry events and meetings to provide insight into the complex trading environment. He received his bachelor’s degree from Rutgers University School of Business and his master’s in business administration from Georgian Court University.

“I am honored by this opportunity and look forward to joining the seafood division and management team. It is an exciting time in the industry, and Urner Barry data is needed now more than ever. I’m excited to aid in delivering these market insights, while continuing to expand our reach,” added Morrison.

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About Urner Barry

Urner Barry is a business publisher specializing in the reporting of market quotations and news to clients in the poultry, egg, meat, seafood, and related segments of the food industry. Urner Barry offers market reports via fax, e-mail and internet, as well as books and other media intended to make you a more informed buyer or seller of food products.

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