



Ron Edenfield, President and CEO, Wayfield Foods

Ron Edenfield is the President and CEO of Wayfield Foods, Inc. He began his grocery career in June of 1964 working in the produce department for Winn Dixie in Brunswick, GA. He worked eight years at the retail level with Winn Dixie in Brunswick, Dublin, Macon and Atlanta, GA before being promoted to the meat trainer of the Atlanta Division. He spent the next eight years in various positions in corporate meat operations. Ron left Winn Dixie in February of 1980 to open a meat market in partnership with Ralph Calloway. Over the next two years, four more meat markets were opened.

In 1982, Ron and Mr. Calloway co-founded Wayfield Foods with their focus on becoming the store of choice in the community with premier quality meats, superior service and competitive prices. Edenfield and Calloway quickly succeeded at providing the best meat at the best prices and became known as "The Meat People." In 1989, Edenfield bought out Calloway to become the owner and President of Wayfield Foods. Now wholly owned by Edenfield and its employees, Wayfield Foods employs more than 500 people across 9 locations in the metro Atlanta area.

Ron is a member of the Georgia Food Industry Association (GFIA), FMI – The Food Industry Association (FMI) and National Grocers Association (NGA). In 2010, Edenfield was elected to the FMI Board of Directors and is still serving. He also currently serves on the Independent Council Committee and the Public Affairs Committee for FMI. Additionally, Edenfield has served on the Board of Directors for the Georgia Food Industry Association from 1988 until 2016. He was elected as Chairman of the Board for three separate terms during that time.

As a member of the FMI – The Food Industry Association (FMI), Edenfield participated on its Urban Initiatives Task Force Committee from 1994-1997. This committee was formed to study underserved communities in urban areas for grocery stores. As a committed member of the community in which it operates, Wayfield Foods is dedicated to promoting healthy eating and cooking to improve the overall health of community members. Wayfield Foods has received national recognition for participating in "Eat Brighter" in conjunction with the Produce Marketing Association. The Eat Brighter program encourages families to eat healthy by providing education on nutrition, engaging through healthy cooking demonstrations and grocery store tours.

Progressive Grocer Magazine named Edenfield Independent Grocer of the Year in 1996.

Ron and his wife Kathy have 3 children, 8 grandchildren and 17 great-grandchildren. Two of their three children, son Greg and daughter Karen, are actively involved in the company. Greg serves as Vice President, overseeing day to day operations.