Organic produce future looks bright

OPS 2022 shatters attendance record

Susan Canales, President of OPS, said that this year's event was a tremendous success, from attendees, OPS 2022 "Based on feedback from attendees, OPS 2022 was a tremendous success, meeting the goals and objectives in discussing the growth of organic fresh produce and the opportunities that lie ahead to further bolster sales and consumption in line with evolving consumer lifestyles."

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"The Future of Grocery Retailing," said LaMacchia. "As we switch all our produce to organics, we are seeing a slight decline in units, overall sales are up, and customers see food as medicine, but they want it as easy and affordable as possible. Shutt, in turn, said retailers must deliver on value proposition with a focus on quality and transparency. "Retailers need to guide consumers and there are so many new opportunities to do that now. We need to walk with our customers on this path, maybe a little ahead of them. We have to replicate the brick-and-mortar experience by highly personalizing it online. We need to meet our customers at so many different levels," said Shutt.

"It’s shifting fast and if you’re not moving with it, it’s at your own peril. The future of food is at the core of how we build a healthier world," said Robb. Robb concluded the keynote with the bold prediction that in five years, food and medicine will converge, referencing bio-foods, personalized diets, and how the pace of science will motivate the evolution of the supermarket to pharmacy. "This wellness thing is real. People are seeking well-being and wellness, especially they younger generation. The definition of health by the American Medical Association is the absence of disease, but the definition of health by most people is the presence of vitality, and the way we achieve that is through food. Produce is the largest platform in the world for change.”

In the third Keynote, Plastic Bank founder David Katz engaged OPS attendees on the challenge of reducing the world’s ocean of plastic and how he developed an ecosystem that provides consumers living in impoverished areas an opportunity to collect and trade plastic waste for currency.

"I am a giant plastic advocate," said Katz. "We’ve taken a problem and created an opportunity. We looked for a solution to make the material too valuable to waste and to view it in an entirely new way. If every piece of plastic packaging that we saw was worth five dollars, how many of these would we see in the ocean? It’s a part of the solution, not the pollution." A great subject matter on the third educational sessions attended, attendees from experts about the growth of regenerative agriculture, supply chain and sustainability challenges, and a look at the state of the nation’s most progressive agriculture."

"By far, this is our most productive view of the year. First of all, Monterey is a great draw, but most importantly, everyone is on one segment, which is organics. We are all here for a common purpose, which makes it very very energizing," said Mark Munger, VP of Marketing, Farm Fresh Farms.

Connecting with consumers in an era of inflation, the rise of omnichannel marketing, and the future of supply chain sustainability were among the hot-button issues explored at the sixth annual Organic Produce Summit, held earlier this month in Monterey. With a record 3,700 attendees, the event’s largest turnout ever, organic fresh produce growers, shippers, and processors met with over 300 retailers from across North America to discuss the growth of organic fresh produce and the opportunities that lie ahead to further bolster sales and consumption in line with evolving consumer lifestyles.

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Like a greenhouse for business growth.

As a community bank, our objective is to help local businesses thrive, even as economic seasons change. We’re a community bank, staffed with local market experts and decision makers. So we can dig into your business and create a plan that works to your advantage. No waiting for approvals from “the folks at HQ.”

If you’d like some fresh ideas on how to grow your business, call us or stop by. Our team is ready to serve you with resourceful, relationship-based expertise.
California strawberry industry was sized at $4.1 billion in 2021 for the second region's commodities, county's agricultural gross production value. The 2021 Monterey County Crop and Economic Report, titled Salad Bowl of the World, was released as the tourism industry, the agriculture sector is still struggling to shake off the effects of the COVID-19 pandemic. In my opinion, it's no coincidence that Monterey County's agricultural commodities have grown in Monterey County, reflecting an increase of 4.9% for 2020. This growth is due to several economic engines for the county, such as the tourism industry, the agriculture sector, and the county is still struggling to shake off the effects of the COVID-19 pandemic. In my opinion, it's no coincidence that Monterey County's agricultural commodities have grown in Monterey County, reflecting an increase of 4.9% for 2020. 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Hernandez never thought she would have a love for raising livestock, but over the past four years she proudly says to the love for livestock grows daily and she learns more and more each year and she is able to use her growing knowledge to boost her projects year after year. Raising animals quickly became her passion and she felt her experience raising three organic market hogs and one market steer will serve her well as her care for the 2022 Heritage Hog Committee. The proceeds from the hog sale, along with other donations will be used by the Fairgrounds Foundation to fund the scholarships and improvements for this program.
Guy George named 2022 Farmer of the Year

Guy George has been named the 2022 Farmer of the Year. George has been farming in Santa Cruz County for 75 years. This award, presented annually to the farmer(s) who have contributed beyond their normal farming duties to help the community, was made during the Farm Bureau’s 105th Annual Meeting held at the Rodgers House Patio at the Santa Cruz County Fairgrounds in Watsonville on June 23. The board of directors felt it appropriate to honor George because of his leadership and his role as a mentor to young farmers in the community over the past seven decades. Guy was born the third child of Portuguese parents. His father, Manuel, was born on Gaffey Road in the Casey area and began farming at age 12, having a small dairy. His mother, Evelyn, came from the Dos Palos dairy cattle area of California. Guy began working as a janitor at Pajaro Grammar School at age 13, and continued working thorough high school, graduating from Watsonville High. After high school, he worked as a dishwasher at Loma Linda School on Women’s Hill before enlisting in the Navy where he worked as a aviation mechanic. After the Navy, he returned to Watsonville and began farming strawberries and fruit trees with his dad while continuing his college education at San Jose State part-time. He graduated from San Jose State and started farming full-time on the Redwood Ranch on Lakesview Road, farming vegetables and cabbages, which were delivered to the Monterey Bay Shipping Company in Cusarite. Guy packed and shipped under his own label “King George.” Guy farmed cabbage and lettuce for 20 years on the George Bravosich property and spent another 25 years farming vegetables on many individual properties all over the Pajaro Valley. Guy shifted his focus to farming strawberries and became a Driscoll’s grower in 1998 and later formed an LLC known as Rancho Alitos, which grows strawberries, raspberries, and blackberries. He has been a continual supporter of agricultural organizations such as the Santa Cruz County Fair, the Agricultural History Project, the Santa Cruz County Farm Bureau. His lifetime of hard work, endurance, dedication, and perseverance during bountiful and lean years and challenging years sum up his 70-plus years of farming.

PREVIOUS FARMERS OF THE YEAR

1979 ROBERT “BOB” MARRS
1980 WILLIAM SAMSON
1981 RICHARD “RICH” FAIETTI, JR.
1982 DEAN R. WEAVER
1983 WILLIAM FRANKENBURG
1984 BENJAMIN NAVARRO
1985 GEORGE RODONI
1986 CHARLES R. MINEAR
1987 ROBERT “BOB” MARRS
1988 ROBERT “BOB” MARRS
1989 EDWARD “NEED” WITHERBY
1990 NITA GIZDICH
1991 JOSEPH SILVA, JR.
1992 ROBERT “BOB” MARRS
1993 JIM RIDER
1994 JOHN R. BARTLETT
1995 GUILLERMO RAMIREZ
1996 PATRICIA “PAT” WILEY
1997 ROBERT “BOB” MARRS
1998 JESSIE H. MENDOZA
1999 JESSIE H. MENDOZA
2000 JOHN PISTURINO
2001 RICHARD “DICK” PEIXOTO
2002 JOHN E. EISKAMP
2003 GEORGEANN COWLES EISKAMP
2004 JOEL E. ORTEGA
2005 JOHN E. EISKAMP
2006 RICHARD “DICK” PEIXOTO
2007 KEVIN E. DEASON
2008 HULDA MCLEAN
2009 ROBERT “BOB” MARRS
2010 MARK B. GILBERT
2011 JIM RIDER
2012 STEVE BONTADELLI
2013 JOEL E. ORTEGA
2014 HENRY M. WHEAT
2015 ROBERT R. BURGESS
2016 JOHN W. BURGESS
2017 JOHN W. BURGESS
2018 JOHN W. BURGESS
2019 JOHN W. BURGESS
2020 JAMES A. HUMPHREY
2021 JAMES A. HUMPHREY
2022 GUY GEORGE

Guy George was selected as the 2022 Farmer of the Year by the Santa Cruz County Farm Bureau President Photo. Organics and Amanda Peietto-Castro, Organics 3rd term, three-year director; Nils Groenke, Apples and Cynthia Mathieson, Berries. Office: President and State Delegate, two-year position; Dennis Webb - Timber, 1st Vice President and State Delegate, two-year position; Peter Navarro - Berries 2nd Vice President and State Delegate, two-year position; John Piskinoko - Cattle Past-President & Alternate State Delegate, two-year position: Arnett Young - Vegetables

Locally Grown, Globally Loved

Celebrate the care and commitment of California strawberry farmworkers and farmers to provide our healthy, delicious berries to American families and strawberry lovers everywhere.

“Purchase tickets in advance and save” at salinasvalleyfoodandwine.com

Salinas Valley Food and Wine Festival is a production of the Oldtown Salinas Foundation benefiting many local nonprofit groups.

Salinas Valley Food and Wine Festival August 6, 2022 11:30:00 AM - 3:30:00 PM

Wine / Beer / Food

Live Entertainment Featuring Chicano All Stars The Money Band & Rebequitas

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Taylor Farms recently hosted employees and the families of its associates to a dinner celebrating new scholarship recipients, Taylor Farms is also awarding 71 students with full-time Taylor Farms scholarships. Each new scholarship recipient will be partnered with a Taylor Farms employee who will then serve as a mentor, helping provide invaluable resources to maintain both personally and professionally.

Taylor Farms partners with the Community Foundation for Monterey County to facilitate the application process and award distribution. The scholarships are intended to support students throughout their entire academic career, where recipients receive an upfront check for $5,000 and a guaranteed renewal opportunity of $5,000 for each year they remain in an undergraduate or graduate program. All recipients receive an upfront check for $5,000 and a guaranteed renewal opportunity of $5,000 for each year they remain in an undergraduate or graduate program. "Taylor Farms is honored to be able to continue supporting our team members and their families through our scholarship program," said Bruce Taylor, Chairman and CEO of Taylor Farms. "We are committed to a vibrant America with education as the foundation for opportunity."

Taylor Farms is a leading North American producer of salads and healthy fresh foods with production facilities across the US, Canada, and Mexico. Taylor Farms is family owned and based in Salinas, "The Salad Bowl of the World." For more information, delicious recipes, and more visit www.taylorfarms.com and follow Taylor Farms on Instagram, Facebook and Twitter.

$3.1 Million awarded in academic scholarships

Taylor Farms has awarded $3.1 million in scholarship funds to 216 outstanding recipients of the New Scholarship Program—each new scholarship recipient will be partnered with a Taylor Farms employee who will then serve as a mentor, helping provide invaluable resources to maintain both personally and professionally.

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Testicle Festival date announced

The “No Respect!” band has been selected to play at the 14th annual Testicle Festival. This popular local band is sought out to play major regional events and are known for its wide range of songs – from Rock ‘n’ Roll to Latin. The Testicle Festival, put on by the Young Farmers and Ranchers Committee of the Santa Cruz County Farm Bureau, will be held Saturday, August 27, 2022 from 3 pm-7 pm, at Estma Deer Camp in Watsonville. Local chef, Loretta Watsonville, will be preparing the Rocky Mountain Oysters, and firefighter, Derek Estrada, will be preparing the Rocky Mountain Oysters. Each attendee will have a chance to vote on their favorite sauce. If you haven’t tried a rocky mountain oyster, now is your chance. For more information, visit www.AgriCulture.us, or purchase tickets and sponsorships on www.eventbrite.com (search “Testicle Festival” in Watsonville). The fan favorite “It’s All in the Sauce” contest will also be held with sauces prepared to be enjoyed with Rocky Mountain Oysters. Each attendee will have a chance to vote on their favorite sauce.

For more information, visit www.AgriCulture.us, or purchase tickets and sponsorships on www.eventbrite.com (search “Testicle Festival” in Watsonville).
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Green Rubber - Kennedy Ag is a full line industrial and agricultural product distributor specializing in farming, food processing and industrial markets. With eight locations and still growing, we have built a reputation with our customers as a hard working, dynamic company committed to service and quality products over all else.