Provided photo
Annual Down to Earth Women Luncheon
Event will be held Thursday, May 11, 2023, at Driscoll’s Rancho Corralitos
This event is for women involved in or who support agriculture. The luncheon raises funds for Aggi Culture’s Focus Agriculture program, the Jemmus Coe Memorial Scholarship Fund, and the Santa Cruz County Farm Bureau’s educational programs. A portion of this year’s proceeds will also go to the farmer-market flood relief efforts. The featured speaker will be Emily Bondor, the owner of Santa Cruz Bee Company who will speak on “Bees: Essential Pollinators for a Healthy Planet.”

Provided photo
20th Annual Monterey Beer Festival
Benefiting Monterey County Fair Heritage Foundation
Take a fun “beer-cation” and celebrate the 20th Annual Monterey Beer Festival, presented by Chucksanti Gold Resort & Casino, at the beautiful Monterey County Fair & Event Center on Saturday, July 8, 2023 from 12:30 – 4:00 p.m. A not-to-be-missed event for anyone 21 and over, the Monterey Beer Festival benefits the Monterey County Fair Heritage Foundation.

The Monterey Beer Festival attracted 4,000 attendees in 2022 who enjoyed tasting an array of outstanding beer and food. In addition to many new beers to delight the senses and please your palate this year, the Monterey Beer Festival will feature live entertainment and a DJ, all in a fun, relaxed party atmosphere.

Taste the very best beer from around the globe from your very own souvenir Monterey Beer Festival tasting piston included in with admission. The festival will provide hundreds of beers to sample, plus a variety of delicious food available to pair with your beer of choice. Find some new favorite beers! There will be lots of new local craft beer choices, too, plus special festival surprises. Several food trucks with tasty offerings will be on site.

The entertainment on the Main Stage will feature Festival Emcee Fredo the Radio. All ticket holders will receive a Monterey Beer Festival souvenir beer pliner glass. Tickets are now available on Eventbrite

General Admission Pre-Sale Price (through July 7, 2023) is $60, or tickets are $65 at the gate. (Note: These will be no VIP tickets this year)

More details and participating breweries will also soon be available on the website at www.montereybeerfestival.com. Designated Driver tickets are available. Designated drivers bring someone to the Festival for the fun but not the alcohol to get you home safely for $25 per person. The Monterey Beer Festival encourages all patrons to drink responsibly. Parking is available on Fairground Road. All Ticket holders must be age 21 and over and show a current ID. Buy your tickets early and enjoy a discount!

The Coolest Beer Festival Necklace Contest:
Festival-goers are invited to wear their cooled Beer Festival necklace to the Monterey Beer Festival as part of a new contest judged on-site at the Festival. There will be 3 winners who will receive tickets to the 2024 Monterey Beer Festival.

Take advantage of great community sponsorship opportunities. A limited number of sponsorship opportunities are available with many unique benefits. Call Wendy Brickman at (831) 594-1500 or email brickman@brickman-marketing.com for more information on being a sponsor.

The Monterey County Fair & Event Center is located at 2004 Fairground Road in Monterey (enter Gate 5). For information, call 831-372-5663 or email heritagemontereycountyfair.com. Information and tickets will be available at www.montereybeerfestival.com
California Giant Berry Farms Celebrates 40 Year Legacy of Quality

Bill Moncovich, Owner, founded California Giant Berry Farms in 1983—Contributed photo

California Giant Berry Farms was established as a name synonymous with quality. Originally founded in 1983 by Bill Moncovich, Pat Riordan, Frank Sauter, and Red Bryant, California Giant Berry Farms started small. The quartet joined forces with a simple mission in mind: provide the best quality strawberries and give back to their community.

Working under the name of New West Fruit Corp and packaging the brand’s cornerstone product—strawberries—with the California Giant label, their vision was to keep growing the company and become a major shipper, which is exactly what happened over the past 40 years.

“From the beginning, our focus was quality because we’ve never known a quality company to go broke,” joked Bill Moncovich, founding partner and owner of California Giant Berry Farms. “Quality spans from our premium grading standards, good ground—literally—to our excellent growers and dedicated people.”

The company’s focus on quality begets quality, whether in longstanding grower relationships or committed employees. Many of California Giant Berry Farms’ grower partners have a multi-generational history with the company, which has endured, decades, while nearly 40% of its staff have been with the company for at least ten years. Moncovich’s commitment to customer service is what led to the company’s growth and inevitable success. New West Fruit Corp formally transitioned to California Giant Berry Farms in 1996, and today the brand has evolved to offer a full line of organic and conventional strawberries, blueberries, blackberries, and raspberries, while partnering with growers in North and South America to provide a year-round supply of the quality fruit its known for.

Despite the company’s growth, Moncovich’s influence is ever-present in the company—as it continues to prides itself on delivering the best quality berries while giving back to its community. The company formalized its 501(c)3 nonprofit, The California Giant Foundation, in 2015. A need driven from his personal generosity and care for the community in which he lives and operates, the company’s partnerships grow. Today, the nonprofit has invested over $1 million dollars to the community.

“It’s hard to believe it has been 40 years since California Giant was formed,” shared Joe Baris, president of California Giant Berry Farms. “It is amazing and reminds what Bill’s vision and mission has evolved to celebrate this milestone anniversary and look forward to many more.”

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Great investment opportunity - an income producing property that can be split into three parcels (over 5-acre parcels and a 20-acre parcel) with homes built on each and all would have views of the ocean and within a mile from a state beach.

$3,500,000

FOR SALE: 189 Hughes Rd
Located in the sunny Pajaro Valley foothills, this rolling 21+ acre family farm has a 2-bedroom, 1-bath house, as well as outbuildings for storage. It is surrounded by grazing acres and a year-round pond; improvements and multiple stalls for your herd of cattle or horses.

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300,000 SF of space permitted and licensed for cannabis available, good water, concrete slabs, 10 feet gutter height, 1,600 amps of power - generators, more.

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FOR SALE: 101 Aviation Way
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Clean Class A building with State of the art construction and over 20,000 sq ft. Includes: offices, conference rooms, showroom, restroom, 6 truck bays with double roll-up 10 ft doors, drive-through truck car wash with 24 foot clearance and all would have views of the ocean and within a mile from a state beach.

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FOR SALE: 489 San Andreas Road
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150,000 to 1,000,000 SF of space available for re-configurable use. Access to excellent sewage and water system. Currently there are 3,250 amps of power, along with testing to heat the greenhouses with natural heat. 10 cents per SF

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Monterey County News Review - Thursday, February 23, 2023
Celebrating 40 years of high-quality conventional and organic strawberries, blueberries, raspberries and blackberries from growers you can trust.

calgiant.com
Local AG supply business sees growth during adverse times

by Kulani Bounds Marketing Specialist, Green Rubber – Kennedy Ag

Spring is alive on the Central Coast, and new life and growth are signs of the season. Green Rubber – Kennedy Ag (GRK) is also experiencing a season of growth as they have expanded from five locations to eight in just a short period of time. GRK has been a leader in the agricultural community for over 30 years, supplying conveyor belts, industrial supplies, custom parts, and more to valuable food processing partners on the Central Coast of California.

Beginning as a family business in the Salinas Valley, John Green, Sr. and his son, John P. Green founded Green Rubber. They began manufacturing custom conveyor belts to agricultural and industrial processing companies and that is where the “rubber” in Green Rubber originated. Creating custom belts to support the agricultural industry and the manufacturing industries as a part of the business, and one where customer connection and first-class attention to detail is paramount. In 1990, two brothers named Mark and Kevin Kennedy founded Green Rubber – Kennedy Ag. With a four-person, Salinas based team, they sold tanks, pumps, and spray equipment to local farmers. 13 years later, they had five locations throughout California. Both Green Rubber and Kennedy Bros served numerous food customers, and in 2003 the companies merged to become Green Rubber – Kennedy Ag.

Starting with Salinas, Watsonville, Greenfield, Modesto and the Northern Valley, the strategic expansion has now taken place to specific, well known food processing and stemming. In 2021, GRK opened their sixth store in Santa Maria to serve the vast wine production and produce industries in the area. GRK now has branches in Imperial and Bakersfield as well, where food production is the foundation of these communities. It seems that every element to Green Rubber – Kennedy Ag’s growth and success began with the philosophy of serving the customer with great detail and accuracy. This is exemplified when GRK was called upon to help a friend in the food processing industry on the Central Coast.

Last year, just before Easter Sunday, the Taylor Farms Salad Processing facility in Salinas was destroyed by a massive fire. Days later, on Easter Sunday, the decision was made to rebuild and to complete the entire project in one year or less. GRK has built a long-standing relationship with Taylor Farms as a trusted partner for over 25 years and was contacted by order from Taylor Farms.

This project turned out to be GRK’s largest service related orders, and they were able to deliver on time and have them there on time. Here is what Kevin Kennedy, a project engineer for the salad plant rebuild project, had to say about Green Rubber: “I’ve known Green Rubber – Kennedy Ag for many years. I’ve interfaced with them for over 30 years. For me, Green Rubber provides a very high level of customer service and expertise in sanitary equipment design components, both from other manufacturers as well as companies that make components for food service. Green Rubber has been a part of our team for many years, and is an important part of our team. Last year, I was awarded a very large equipment order from Taylor Farms for their Salinas food service plant rebuild project. I immediately turned to Green Rubber to provide us with the support needed to successfully complete the design and manufacturing of our eleven wash systems for Taylor Farms Food Service. I purchased a warehouse-sized number of sanitary components for our 11 fresh-cut wash systems, custom-designed for Taylor Farms Food Service. Green Rubber’s sales department expedited sanitary components and Green Rubber’s custom-manufacturing staff worked tirelessly to manufacture and deliver all the components on time. We just successfully completed, delivered, and installed our eleventh wash system at Taylor Farms Food Service in Salinas and have Green Rubber Kennedy Ag to thank. Looking forward to our next project while working with Green Rubber Kennedy Ag.”

Green Rubber – Kennedy Ag:

- Kevin Kennedy, Owner/President, Fresh Processing Solutions, Inc. (FreshPro)

Upon completion of the project, this facility will be the largest and most modern salad processing facility in the world. Altogether, Green Rubber – Kennedy Ag has emerged as a leader, with a growing company and a first-class reputation for customer service. GRK has green reputation not only expanding the territories they serve, but also providing products that exceed all expectations. Green Rubber provides a very high level of customer service and expertise in sanitary equipment design components, both from other manufacturers as well as companies that make components for food service. Green Rubber has been a part of our team for many years, and is an important part of our team. Last year, I was awarded a very large equipment order from Taylor Farms for their Salinas food service plant rebuild project. I immediately turned to Green Rubber to provide us with the support needed to successfully complete the design and manufacturing of our eleven wash systems for Taylor Farms Food Service. I purchased a warehouse-sized number of sanitary components for our 11 fresh-cut wash systems, custom-designed for Taylor Farms Food Service. Green Rubber’s sales department expedited sanitary components and Green Rubber’s custom-manufacturing staff worked tirelessly to manufacture and deliver all the components on time. We just successfully completed, delivered, and installed our eleventh wash system at Taylor Farms Food Service in Salinas and have Green Rubber Kennedy Ag to thank. Looking forward to our next project while working with Green Rubber Kennedy Ag.

The Salinas Valley Food & Wine Festival is dedicated to increasing the popularity of locally grown and crafted food and wine. This festival is a celebration of the rich diversity of the local agricultural community, as well as inviting visitors from outside the area to experience & celebrate the ties that bind the makers of the vast wine production and produce industries in the area.

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Annual community event raises money to support local nonprofit organizations

The Salinas Valley Food & Wine Festival will hold its 12th Kirin-Flair-funded event on Saturday, August 5, 2023, at Oldtown Salinas. The Festival is coordinated by the Downtown Streets Team, an advisory Board of Directors who volunteer their time to make sure they love—immersing themselves in food and wine culture for the community they love—the Salinas Valley.

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The Festival brings our community together and raises important funds for nonprofit organizations. Information and photos courtesy of Mag One Media.
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Taylor Farms to re-open Salinas food service facility

Taylor Farms, North America’s leading producer of salads and healthy, fresh foods, will re-open its food service facility on Abbott Street in Salinas, following the devastating fire that occurred there in April 2022. The facility is scheduled to be in full operation at the end of April. “Thank you to everyone helping hand that made this rebuild process possible,” said Bruce Taylor, Chairman and CEO of Taylor Farms. “We are thrilled to be back in the facility and once again serve our customers from our flagship location.”

“Can speak for our entire Taylor Farms family and say we are all enthusiastic for the re-opening of this facility,” said Mark Borman, President of Taylor Farms Foodservice. “Through a tragic event came the outpouring of support from our team, community, and customers. We are forever grateful.”

This location is particularly meaningful to the family-owned company because it’s where the business began in California nearly 30 years ago and it’s the foundation that provided the momentum for the rest of the country. Across North America, Taylor Farms has 22 production locations, 24,000 team members, and produces and delivers healthy fresh foods on a daily basis. Taylor Farms is excited to be back up and running for the start of the Salinas season in the new state-of-the-art facility. Taylor Farms is the leading North American producer of salads and healthy fresh foods with production facilities across the U.S., Canada, and Mexico. Taylor Farms is grounded in a commitment to quality, assured supply, innovation, sustainability, and food safety. Taylor Farms is family-owned and based in “The Salad Bowl of the World” Salinas, California. For more information, delicious recipes, and more, visit www.taylorfarms.com and follow Taylor Farms on Instagram, Facebook, and TikTok.

Closed Sundays

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Santa Cruz
831-477-7133
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www.AToolShed.com
1-800-A-TOOL-SHED
Every day is Earth Day when you switch to ELECTRIC.

Central Coast Community Energy (CCCE) recently launched another iteration of its Ag Electrification Program. This program covers $10,000 - $75,000 toward electric forklifts, harvesting equipment, tractors, ATVs, irrigation pumps, chillers and boilers, portable power solutions, and more. Small businesses are eligible for extra rebates and program eligibility extends to ag-adjacent businesses. Last year, CCCE’s Ag Electrification program funded 34 projects through $594,000 in rebates to offset costs associated with transitioning fossil fuel powered equipment.

In addition to funds for electrifying ag equipment, CCCE ag customers can access rebates for electric vehicle charging equipment, including installation, labor, and even electric panel updates or replacement through the Electrify Your Ride – Commercial program. CCCE has already distributed more than $1.22 million to Central Coast ag businesses through electrification programs. By working together, CCCE is helping Central Coast ag continue as leaders in the transition to clean energy. Learn more by visiting 3CEnergy.org or calling 1-877-455-2223.

3CE gives you the power to Electrify Your Ag business and start reducing emissions today!
Open to the Public

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Tours by appointment only
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Wednesday through Saturday

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- Codiga Center & Museum
- Hands on Activities for Children & Adults
- Four Buildings of Agricultural Artifacts

Second Saturday on The Farm

Have you ever wanted to take a step back in time? Each month, Second Saturday on the Farm is your opportunity to see and experience what life on the farm was like in the late 1800’s and early 1900’s. This event is for the young and the young at heart, so grab your kids, grandkids, friends and neighbors and come down to the Agricultural History Project each second Saturday of the month. May is our largest event of the year and we celebrate Day on the Farm and host the Santa Cruz County 4H Spring Fair from 10:00 am – 3:00 pm. Just a few of the activities are tractor driving, weekend cow milking and the old-fashioned water pump for kids to experience the good old days of life on the farm. You’ll even learn to drive a tractor and go on an old-fashioned hay wagon ride. Kids will delight in feeding the Ag History chickens and the 4H-petting Zoo! Bring your lunch and enjoy our picnic areas with tables under the trees or spread a blanket on the grass. This is an event for the entire family! Admission is FREE and donations are gladly accepted. With over 20,000 square feet of exhibits, there’s an abundance of things to see and do at the Agricultural History Project, so why not book a private tour and learn more about the history of crops, people, food processing and farm equipment. Docents are very knowledgeable and welcome you to enjoy a hayride. Exhibits are in four buildings connected with concrete pavement that easily accommodates any accessibility needs.

To make a reservation for a private tour or school group tour, please call 831-724-5898. The Agricultural History Project preserves, exhibits, collects and builds community awareness to the economic, cultural and ethnic aspects of agriculture in the area.

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10 ACRES - 21 Lilly Way, La Selva Beach, CA $4,750,000
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28.7 ACRE HORSE RANCH - 814 Buena Vista Dr.
Larkin Valley, CA $3,750,000
29 beautiful and usable fenced acres; home ranch in the heart of Larkin Valley, the topographically variegated ranch house is thoughtfully placed to overlook this sprawling home property; including covered stables, barns, pole barn and a large riding arena.

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1594 Tindall Ranch Rd, Carmel, CA $4,900,000
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22 guest rooms, 21 full baths & 2 ½ baths

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20 Horse Tack Rd. Widows棋牌with rewarding ocean views in 166, 5,346 sq. ft. custom home with high wood beam ceilings, Three Stall Barn, & property riding trails & mature orchard.

LAND 10.2 ACRES - 571 Caldeirossa Rd.
Larkin Valley, CA $1,600,000
Gorgeous property, Residential AG ½–Acres, well produced 185, 296 GPM. 7 of the 15 acres are flat and visible with views of 150 to the North.

2.8 Acres - 75 Crest Dr, La Selva Beach, CA $757,000
Zoning – Commercial Agriculture

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