

# Rodríguez Ranch

Roberto Rodriguez has had a deep understanding and love of agriculture from an early age. Most of us had lessons on Mother Nature as children, working in the backyard or in school garden plots; Roberto took much more from his lessons than most children and became fascinated with the land. He spent his time as a child with his grandfather in Mexico learning how to nourish plants so that they would grow. Making frequent visits to the United States during the growing season to help pick crops, his interest in agriculture as a career took hold. It wasn't long before he stayed in the country with his uncles and older brothers and began a journey to own and operate his own farm. It was in 1996 that he and his family members started down this path - Today they celebrate another step in their journey as they have recently purchased acreage in the Salinas Valley. This new land has not been used by the agriculture industry in 40 years, making it well rested and full of nourishment. Currently the Rodriguez family produces both organic and conventional strawberries as well as a variety of vegetables. It is their goal to soon bring organic broccoli, green onions, carrots, cauliflower, leeks, celery, artichokes, tomatoes, corn, and other favorites to their customer's tables.



Rodríguez Ranch does most of their marketing and sales through Farmers' Markets, however they are excited to bring you their delicious strawberries through the Growers Collaborative. Both entities will be working closely together to bring California grown produce into institutional kitchens.



**Produce Sourced through the Growers Collaborative**