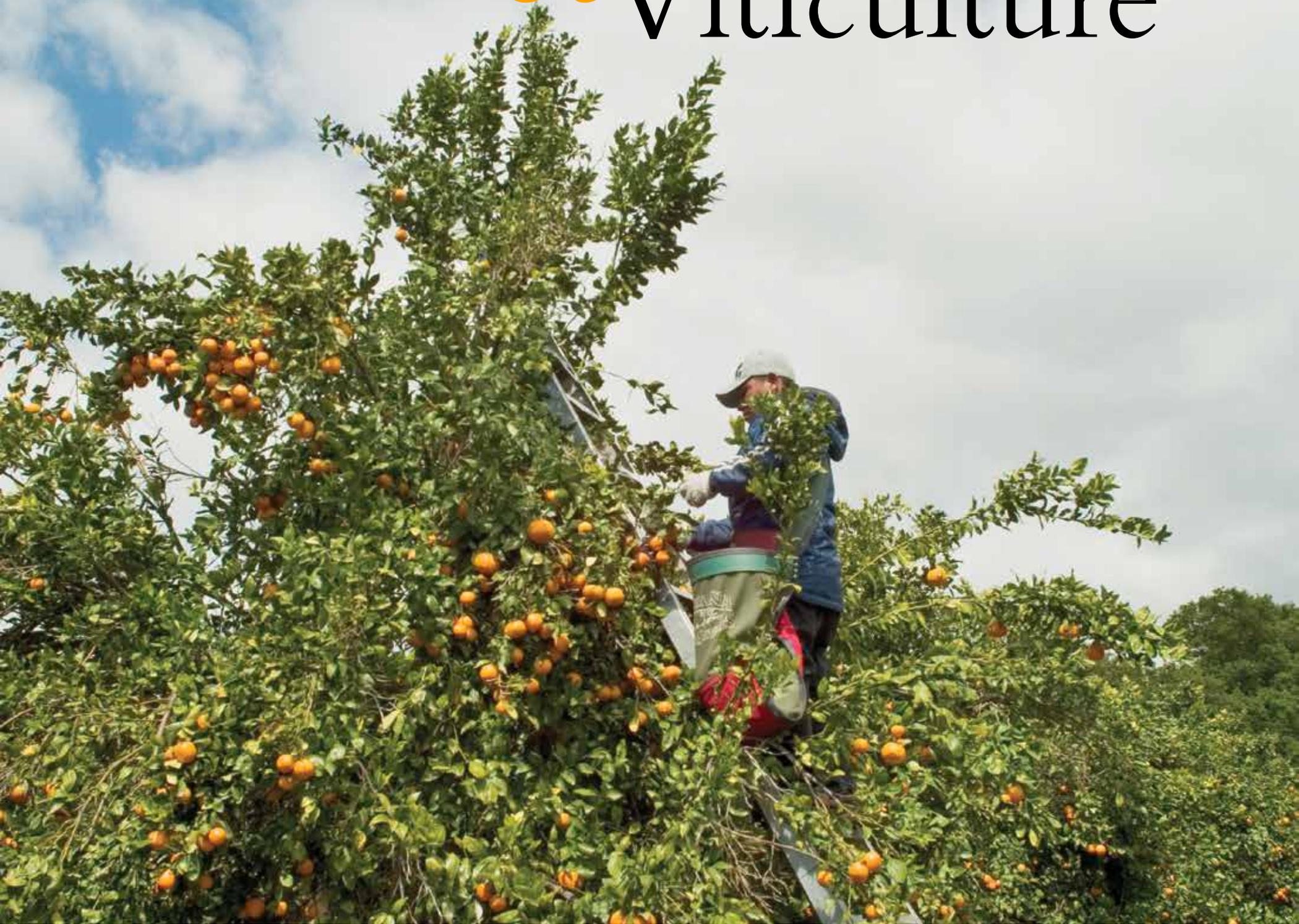


Who's Who in Agriculture & Viticulture



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These leaders are nurturing a bountiful sector of our economy

Our third edition of Who's Who in Agriculture & Viticulture has been greatly expanded as we learn more and more about the true movers and shakers in this important and growing industry.

The 2012 edition of Who's Who in Agriculture & Viticulture profiles managers, owners and experts at some of the oldest companies in our region. Since the land grant era two centuries ago, ranching and farming have been the backbone of the region's economy.

But what's fascinating about agriculture and viticulture in the 21st Century is how much more forward thinking the industry has become. Solar power for packing houses, pesticide-free tomato farms and wineries that are laser-focused on sustainable practices are more commonplace in our area than you might think. That's a revolutionary— not evolutionary change— from a few decades ago when agriculture was not particularly efficient in its use of water or energy.

When it comes to wine growing, of course, there's nothing like the Central Coast appellations. And Ventura County has joined the group, adding wineries and vineyards to complete the regionwide phenomenon.

Ventura County farmers have also made a stand with oranges, but it is lemons and avocados that define the region's tree crops. Strawberries continue to dominate field crops, with raspberries and blueberries moving up the ladder.

As I said last year, we launched Who's Who in Agriculture & Viticulture to demonstrate our belief that our agribusiness sector remains a large and vibrant part of the region's economy.

However, we did not realize at the time that agriculture would be one of several industries leading the Tri-Counties out of the recession. Nor did we realize that the "grow local" movement would create new markets for our products throughout California. Here are some other trends to watch:

- "Savor the Central Coast" is coming of age. The collaboration between Sunset Magazine and San Luis Obispo County's tourism industry is creating a vibrant mix of agriculture and hos-

pitality. Agricultural tourism has transformed the region's orchards into filming sites and wedding and event venues, bringing even more tourists to the region and creating even more exposure for the area.

- Sustainability is transforming the sourcing of agricultural goods. That means better opportunities for growers who are distributing within our marketplace. Albertsons, Safeway and even Wal-Mart are following leading-edge retailers such as Whole Foods to push for local sourcing as well as greenwaste recycling and feeding the hungry. The populations of greater Los Angeles and San Francisco can consume everything we produce down to the last blueberry and still be hungry for more.

- Third, agriculture and housing are learning to co-habitate. If residential real estate is going to make a comeback, many experts believe the demand for housing that's adjacent to vineyards and orchards will be as popular as golf course views were a decade ago.

- Finally, to repeat a theme from last year, in a globalized world, we are big time winners. Visionary leaders such as Lee Cole at Calavo Growers have played a lead role in transforming the avocado industry from a seasonal and specialized business into a marketing behemoth with year-round appeal, soaring consumer demand and fast-rising sales.

This special report would not be possible without the support of our sponsors, Rabobank, Calavo and FoodShare of Ventura County. We certainly appreciate their support.

Who's Who in Agriculture & Viticulture was edited by the Business Times' staff writers and produced by Managing Editor Marlize van Romburgh. The cover was designed by Elizabeth Willhite, our advertising graphic artist, with the Ventura County Farm Bureau supplying this year's cover photograph.

We know we've just scratched the surface of the region's wine and farming industries, so if you would like to make suggestions, you can reach Research Director/Special Reports Editor Dara Barney at dbarney@pacbiztimes.com or me at hdubroff@pacbiztimes.com.



HENRY DUBROFF
Editor

A Word From A Sponsor:



Bonnie Weigel
President and CEO
of FOOD Share

Fresh food grown here in Ventura County is something to be cherished. We congratulate every one of our friends being honored in this year's Who's

Who is Agriculture and Viticulture. Our ag industry plays a key role in our ability to provide the more than 7.5 million meals to our hungry in our county.

Our ag angels touch our community in ways that reach far beyond the boundaries of our Tri-Counties. While about 85 percent of the food grown here goes out to support and feed our country and the world, the 15 percent that remains here in our region is highly valued and desirable.

This last fiscal year ended June 30, Ventura County farmers donated

more than 4.9 million pounds of healthy fruits and veggies. This is 1.3 million more pounds of food than our ag heroes donated last year. Not included in these numbers is more than 59,000 net pounds of meat donated to FOOD Share because of the Cattlemen's Association supporters including Burt Lamb, Bud Sloan, and the VC Fair Board which helps feed our hungry through the county fair's Junior Live Stock Auction. More than half of the animals were donated by the Wood-Claeyssens Foundation and so many other who also purchased and donated animals to FOOD Share providing fresh meat that is frequently requested by those we serve.

Our ag industry is our primary partner in our ability to feed our hungry. This year's donated fresh food is valued at \$6.5 million and was distributed during the year ended June 30 with the help of 156 non profit partners and hundreds and

hundreds of volunteers.

Our local chefs serve as ambassadors for our growers and farmers bringing together people to the table—literally. By sharing and connecting the dots between farm to table back to farm, FOOD Share and FARM Share works with our ag industry as well as the consumer to provide a sustainable model that wastes not wants not.

Farm Share works with waste management companies like Republic Services and Harrison Industries. FARM Share collects green waste and creates organic compost for our farmers or our retail consumers. Our farmers who use it to grow their fresh fruit and veggies utilize less water and labor and grow food more abundantly.

The farmers "pay it forward" by donating food and dollars to our food bank. In return we distribute that fresh produce to our now over 74,500 hungry friends each and every month. Together we will look to provide over

5 million pounds of fresh fruits and vegetables in the current fiscal year ending in 2013.

A special thank again this year to Limoneira, Mission Avocado, Dearthoff Farms, Houweling Nurseries, McGrath Organic Family Farms, Driscoll's Berries, San Miguel Produce, Gill's Onions, Agromin, and numerous other growers and packers. As they might say: "It's not okay that our seniors, our children, our working poor families go hungry. We will help."

We invite you to learn more about how FOOD Share and FARM Share are working with our AG Industry to create valuable sustainable resources from organic and green waste delivering the triple benefit to people—planet—profit.—Bonnie Weigel, FOOD Share President & CEO—(805) 983-7100, ext 111 or bweigel@foodshare.com

Matt Allen*Senior VP*Rabobank
Tri-Counties

Matt Allen is a senior vice president and regional manager for Rabobank, N.A.'s agribusiness division. Allen oversees the bank's agribusiness lending and banking activities in San Luis Obispo, Santa Barbara and Ventura Counties. Rabobank's agribusiness division provides local farms, ranches and vineyards with operating credit, equipment financing and leasing, and real estate term loans, along with traditional deposit products.

Allen has more than 15 years of commercial and agricultural lending experience. Prior to joining Rabobank, Allen was senior vice president and senior client manager for Bank of America in Arizona for nine years. He previously worked with Bank One in Arizona as an underwriter and with Bank of America in Bakersfield. Within the agribusiness sector, he has worked with many industries including vegetable growers, packers, vineyards, citrus, fertilizer companies, greenhouse operations, dairies, nuts, cotton, cattle feeders, and cow-calf operations. Allen earned his bachelor's degree in business from CSU Fresno.

Emily Ayala*VP, Owner*Friend's Ranches
Ojai

Emily Ayala is a member of one of Ojai's oldest ranching families. Her great-grandparents, William and Annie Friend, first planted oranges in the Ojai Valley in 1891, and William was a founding member of the Ojai Orange Association.

Her grandfather, George "Elmer" Friend, expanded the family's holdings and built a packinghouse on Highway 33. Her parents are Anne and Tony Thacher, who returned to the ranch from Berkeley in 1969 after devastating floods in Ojai and stayed. Today, Emily and her brother George, along with their parents and three full-time employees, raise citrus on Friend's Ranches, operate a packinghouse near the site of the original on Highway 33 and pack tangerines for wholesale markets and fruit and juices for farmers markets. All of them continue to live on the family ranch.

Steve Barnard*President*Mission Produce
Oxnard

Since Steve Barnard's father was a citrus and avocado farmer in Ventura County, he knew from a young age that he wanted to be involved in agriculture. After getting a degree in agricultural business from Cal Poly San Luis Obispo, Barnard worked for Santa Clara Produce until he struck out on his own in 1983 and started Mission Pro-

duce with business partner Ed Williams, another partner at Santa Clara Produce. Mission, which employs more than 1,000 people around the world, has a national avocado distribution network. The fortune Barnard has amassed earned him a spot on the Business Times' Region's Richest special report this year.

Kris Beal*Executive Director*Central Coast Vineyard Team
Paso Robles

Kris Beal began her involvement with the Central Coast Vineyard Team in 1998 and helped develop and institutionalize its research, demonstration and education programs.

Prior to her work with the Vineyard Team, Beal taught irrigation classes at Cal Poly San Luis Obispo, co-authored a fertigation textbook and conducted irrigation trials in the San Joaquin Valley. As a graduate of the California Agricultural Leadership Program, she facilitated meetings with the president of Panama, toured organic farms in El Salvador and met with Nobel Laureate Oscar Arias.

Doug Beckett*Owner, Winemaker*Peachy Canyon
Paso Robles

Doug Beckett is a former teacher and businessman who moved his family to Paso Robles in 1981 and became a carpenter, working on barns while developing his winemaking skills as a partner in Tobias Vineyards.

He and his wife, Nancy, an accomplished dance teacher, founded Peachy Canyon in 1988, producing 500 cases annually. Today the winery produces more than 75,000 cases a year and sells them around the world. Josh Beckett, Doug and Nancy's oldest son, has been head winemaker since 2002. Jacob Beckett, the Beckett's second son, has been Vineyard Manager since 2004.

Bryan Bernard*Owner*TechKnowledge
Associates
Ojai

Bryan Bernard is the founder and owner of TechKnowledge Associates, an Ojai-based firm that supplies technology products to the fresh fruit and vegetable industry. He started the company by doing custom programming for well-known industry names such as Gills Onions and Mission Produce. As the years passed, he developed AgKnowledge, a suite of software that runs agribusinesses throughout California. Its integrated modules handle payroll, inventory, accounts receivable, accounts payable, order and invoice processing, grower accounting, general ledger and more for growers, packers, shippers and commercial coolers.

David Borchard*Director*Farm Bureau of Ventura County
Somis

David Borchard has been a Farm Bureau of Ventura County board member since 2000 and serves as the agricultural representative on the board of the Fox Canyon Groundwater Management Agency.

He is the Farm Bureau representative on the board of directors of the Association of Water Agencies, where he is involved in promoting recycled water in Ventura County. Raised in Oxnard and Somis, he is a member of a six-generation Ventura County farming family. He is a graduate of Loyola Marymount University and a past president of the Mesa Education Foundation, a nonprofit group that raises funds to support Mesa Union School.

George S. Boskovich Jr.*CEO*Boskovich Farms
Oxnard

George S. Boskovich Jr. is a fourth-generation member of a family that has been farming in Southern California since 1915. After serving two years in Korea with the Army, he worked on the family farm, formally joining the company in 1969. Boskovich has worked in the fields overseeing growing, ran the packing shed and worked in sales. As the company expanded its crops and farming properties, so did Boskovich's role. He was named CEO in 2002.

Boskovich Farms sells more than 13 million cartons of produce per year across the United States, Mexico, Canada and Europe.

Boskovich has served as director of Western Growers Association, as chairman of Ventura County Agriculture Association and as a member of the California Celery Advisory Board. He is on the Ventura County Fair Foundation board.

Lino Bozzano*VP Vineyard Operations*Laetia Vineyard
and Winery
Arroyo Grande

Lino Bozzano is a third-generation California farmer who has been learning how to steward the land since childhood.

After graduating from Cal Poly San Luis Obispo with a bachelor's degree in crop science, he took a viticulture position at Bien Nacido Vineyard. He went on to manage vineyards for the David Bruce Winery, witnessing drastically different growing conditions at 2,200 feet in the Santa Cruz Mountains appellation. In 2004, Bozzano returned to the Central Coast to take his current position. His knowledge of the 620 acres under vines extends to nuances in soil type, topography and micro-climate of any given vineyard row. Bozzano is a graduate of the California Agricultural Leadership Program, a member of both the American Society of Enology and Viticulture and the

Central Coast Vineyard Team and serves on the board of directors for the Central Coast Wine Growers Association.

Greg Brewer*Co-founder*Brewer Clifton
Lompoc

Although his name may suggest otherwise, Greg Brewer is a winemaker. He founded Lompoc-based Brewer-Clifton with his business partner Steve Clifton, in 1995. According to a Wall Street Journal article, Brewer is an ex-French professor and a "lean, hyperactive former competitive cyclist." He's also the winemaker at Melville, a Santa Rita Hills winery that makes pinot noir, chardonnay and syrah. Additionally, Brewer makes wine under his diatom label.

Ellen Brokaw*President, CFO*Brokaw Nursery
Saticoy

Ellen Brokaw founded Brokaw Nursery with her late husband, Hank, in 1956. Today the nursery is the largest producer of avocado and citrus trees for industry in the state.

Based in Saticoy, Brokaw Nursery produces more than 250,000 plants a year and ships to more than 45 countries. The company has sold more than 8 million trees to California orchard growers. Brokaw serves as president and CFO at the nursery and her son, Rob Brokaw, is vice president and nursery general manager. Hank Brokaw passed away in February 2010.

Matt Brynildson*Brewmaster*Firestone Walker
Brewing Co.
Paso Robles

Matt Brynildson graduated from Kalamazoo College and began his brewing career with KALSEC (Kalamazoo Spice Extraction Co.) as a hop chemist. After attending the Siebel Institute of Brewing Technology, he joined the Goose Island Beer Co. where he was head brewer of their Chicago Fulton Street production facility from 1996-2000.

In 2001, Brynildson joined the Firestone Walker Brewing Company as Brewmaster. He oversees all facets of the brewery operations including Firestone's unique oak barrel fermentation program. He also works as a brewing consultant for Hop Growers of America and has presented to brewers at all levels, both in the U.S. and abroad, on the subject of hops.

Brynildson was the 2007 recipient of the Brewers Association Russell Scherer Award for Innovation in Brewing. He has been named Champion Brewmaster four times at the World Beer Cup and Brewer of the Year four times at the Great American Beer Festival in the mid-sized brewing company category.