



“The home of Nature’s best Antioxidants”

Origins

- Location, location, location
 - Property and home had a exposure and a following
- Desire to improve farm income
 - For self and children
- Share with the community:
 - Agrarian life-style
 - Improved Nutrition
 - Wholesome family recreation



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GARDEN TOUR 2008



Lush Garden: A sundial marks the entrance to the Secret Garden.

CARNEGIE HERITAGE LEAGUE PRESENTS ALFRESCO IN THE AFTERNOON HOME TOUR 2008

APRIL 12 • 11AM - 4PM

This year we are featuring the homes and **outdoor kitchens** of...

John & Valerie Keller
Brent & Brenda Madill
John & Tonya Olivas
Brad & Lisa Young

Each home will host live cooking demonstrations and lifestyle vendors.

Cost \$30 includes lunch at the home of John & Victoria Tos.



Call Julee 585.8180 for tickets.









The Business Journal

Fresno • Kings Madera •

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This Week

Week of Apr. 29 - May 6

THE FOCUS

Banking and Finance

How entrepreneurs are negotiating the loan process.

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THE LIST

Bank of America tops this week's list of largest financial institutions in the Central Valley.

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THE NEWS

South Valley leaders convene on future of naval air station.

PAGE 2

Kings County Board of Supervisors approves compost facility.

PAGE 3

Raising a new idea in the grape industry—demand

B of A named in Visalia suit

Local employees file class-action suit to recover fees.

AURIAN RODRIGUEZ

Staff Writer

aurian@thebusinessjournal.com

A Visalia nonprofit is being swept up into a class action lawsuit against Bank of America for charging its employees fees to cash their paychecks. A Bakersfield firm has also filed a similar suit against Wells Fargo.

The plaintiff in the Bank of America suit is Karis House Inc., which runs six homes for troubled teens in Visalia. The nonprofit has 60 employees, about 12 of which do not have an account with Bank of America, said Danielle Carson, who runs Karis House.

An issue is whether it is legal for Bank of America to charge a \$5 fee for people who don't have an account with them.

See Our page 11

Flower power



Porterville was alive with the color of Iris flowers as the Chamber of Commerce presented the Iris Festival April 24. Here, Jolui Olivas, owner of Rancho Nuts and Grande Farm Fresh Flowers in Hanford, stands behind a colorful variety of flowers he had for sale at the festival.



Sight Development

- Research and more research
 - Product selection
- Zoning
- Cash flowed the capital improvements
- Did most of the work myself





OCT 10 2005











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All Berries

We Pick

IF

You Pick

8 50 / lb

6 50 / lb

we accept cash & checks only

Ask how to get
a Discount on
Blueberries!

Ready to Buy or Pick

Raspberries Blackberries Blueberries
Ollale berries Boysenberries Toy berries

Also
Pecans \$6 Shelled Walnuts \$4 Preserves \$7 Jelly \$8
Wine \$20 Ready-to-Bake Cobblers \$12 Ice Cream/Donut Topping \$100

All products made with our berries NOT treated with chemicals



Route to Revenue

- You Pick = Family Fun
- We Pick = Convenience
 - Farm Stand
 - Certified Farmer's Markets
 - Value added merchandise
- Buy Local – Buy Fresh
 - Restaurants and Bakery's
 - Independent Grocery Stores
 - Other farm stands
- Private label wholesale markets





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Marketing

- Word of Mouth
 - Superior product/experience
- Farmer's Markets
 - Superior product
 - Target market segmentation
- Facebook
- Web
- Newspaper





FARM FRESH BERRIES

Blackberry • Blueberry • Boysenberry
Ollalieberry • Tayberry • Red Raspberry



Tuesday - Saturday 7am-7pm
or By Appointment

FAMILY FUN when "YOU PICK"
CONVENIENCE when "WE PICK"

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NEW

Bold. Noodle Dishes to
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WHERE TO BUY
In the freezer aisle

Find a pick your own farm near you! This website provides local listings of pick your own (also called U-pick or PYO) farms in the United States, Canada, Britain, Australia, New Zealand, South Africa and other countries. There are [crop calendars](#) for each local area to tell you what is available to pick throughout the year, local weather forecasts and [really easy illustrated directions](#) to show you how to make jam, jelly, salsa, pickles, spaghetti sauce, applesauce, apple butter and 150 other recipes with step-by-step directions to can, freeze, dry or preserve the harvest.

Our listings come from a variety of sources: consumers writing in to recommend a farm, the farmer's themselves and state agriculture departments. We update and add listings every day. Of course, we're always looking for more to add, so we welcome your recommendations! [Customers can recommend a farm here](#) and [farmers can add \(or update/correct\) their own farm's listing by clicking here!](#) And journalists looking for [information for a story about pick-your-own farms or home canning should see this media resources page](#) for more information.

How to find a Pick-Your-Own farm

Whether you call it pick-your-own, PYO or U-pick, it's easy to find one near you! There is a purple "[Start here](#)" button (at the top of the left of every page) on the Customer's Menu or on the top right of the header). You then select your local area (country, state/province) and then region/county or local metropolitan area. Just scroll down the page that appears, to see tree farms, lots or events listed by county.

The search engine (see the Search link at the top right of each page) can be helpful, too.

You can also [find a related fruit or vegetable festival](#) (like a tomato festival, corn fest, blueberry festival, strawberry festival, an applefest or more) or even an [Easter Egg hunt!](#)

Related topics

Home canning, freezing, jam, preserving, etc. directions

Canning Supplies

Pumpkin patches

Corn mazes

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Ball Enamel Wreath Spinner, Inlaid Ball
Best Price \$45.97
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Change Picture

Rancho Notso Grande (U Pick Berries=Family Fun)

Local Business · Hanford, California · Edit Info

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Wall

Rancho Notso Grande (U Pick Berries=Family Fun) · Everyone (Top Posts)

Share: Status Photo Link Video Question

What's on your mind?

Public

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Rancho Notso Grande (U Pick Berries=Family Fun)

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Admins (1)

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Use Facebook as Rancho Notso Grande (U Pick Berries=Family Fun)

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View old Insights

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You were here 2 times.

Organic Fertilizer Association of C..., Family Farm Fresh, All Valley Printing, Inc.

Wall

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EDIT

About Edit

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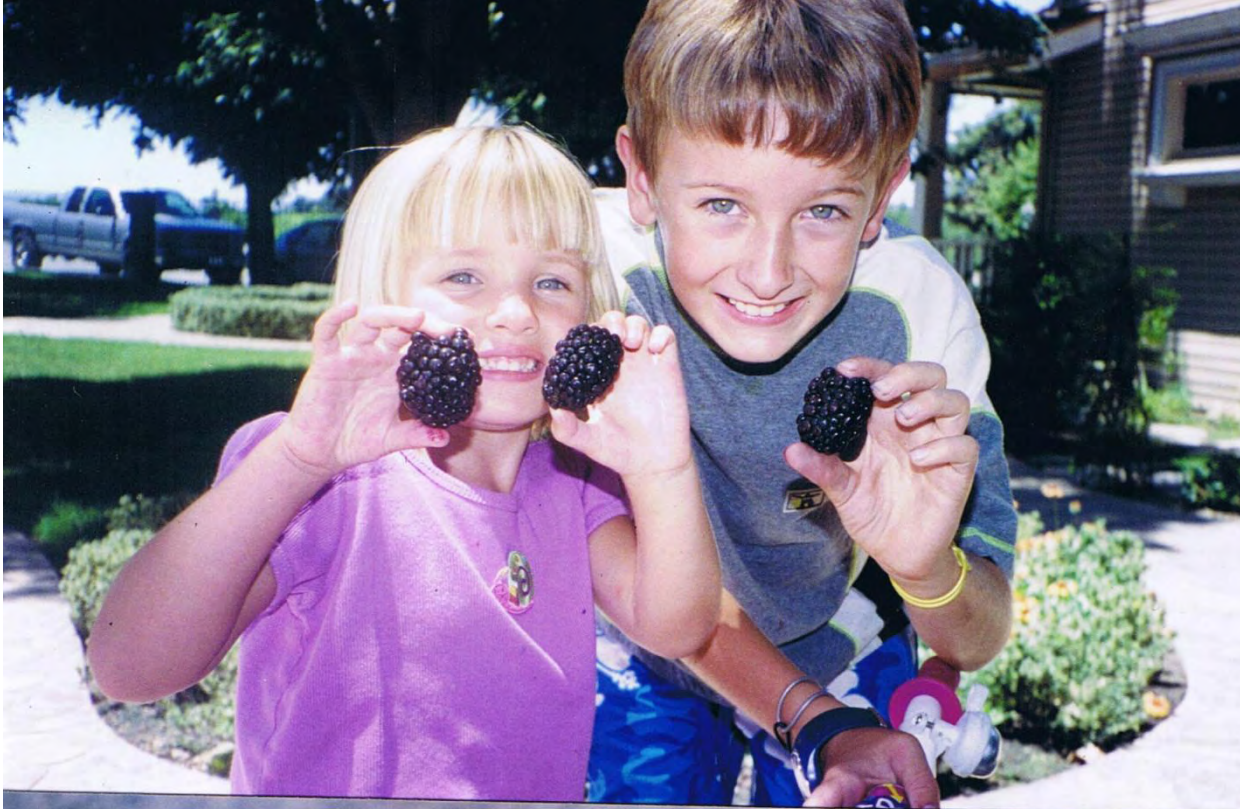






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MAKING NEWS: Afghan president pardons imprisoned rape victim

News News

Berries become best pick

Discussion

By E. Arevalo Sentinel Reporter / Posted: Sunday, June 4, 2008 10:00 pm | 0 Comments

Recommend Be the first of your friends to recommend this.

ORD - In years past, John Olivas, owner of Rancho Notso Grande, would harvest his walnuts or apples and nectarines.

This year he is picking a completely different crop - something juicy, small and sweet: berries.

Olivas doesn't just grow one type of berry. He grows blackberries, blueberries, ollalieberries, raspberries, tayberries and raspberries.

Olivas' berry crops include 1-1/2 acres of cane berries, (blackberries, ollalieberries, boysenberries, raspberries, and raspberries), and 3/4 of an acre of blueberries.

Olivas grows the berries on his property at 12th and Excelsior avenues, seven miles north of Hanford. This is his first ever harvest of berries.

Olivas says the fruit is all ripe and ready to sell, except for the blueberries, which won't be ready until summer.

Olivas went into growing berries a couple of years ago. He started with blueberries because he wanted to be part in the antioxidant craze going on," and said he wanted to try and diversify into the fresh fruit with something more unique.

Olivas said he'd heard about a type of blueberry that was being grown in Florida that would do well in high

THE MIDDLE AGES

Who's to judge?

"A Quindlen, minus 50 IQ points?" That was the verdict of the editors of Baltimore's City Paper not long after I started writing an opinion column for The

more Sun. Quindlen, minus 50 IQ points. It has been a lot of years, but I still stings. I was simply trying to do what Quindlen, then a New York Times op-ed columnist, and a Coxman of The Boston Globe were doing: taking their criticisms as women, wives and mothers and telescoping them to get on larger issues of the day. I didn't need the City Paper to make me feel self-conscious. I was doing that on my own back in the mid-'90s, the early days of my column.

I had a pretty bad case of what I called impostor syndrome - an affliction that affects mostly men but sometimes women. It's the feeling that you don't have what it takes to do the job and that somebody is going to call you out at any minute as the fraud you are. I know I am on The Sun's opinion page, instead of features, and I'm waiting for that knock on the

I'm also thinking about former Court nominee Sonia Sotomayor and how we might have more in common than what we have called an abrupt and abrupt departure. I said in a speech once that I fell out of place at Princeton Yale after growing up Puerto

Blz Beat

A WEEKLY SPOTLIGHT ON LOCAL BUSINESSES

BIG FUN AT RANCHO NOTSO GRANDE FOR LOCAL FARMER

By Seth McIver
smciver@hanfordSentinel.com

Kings County is largely the realm of big agriculture - 800 acres here, 2,000 there, over 10,000 or more on some of the giant farms in the Corcoran area.

Big dairies and big fields crank out hundreds of millions of dollars worth of product every year.

Then there is John Olivas and his 4-acre farm of walnuts, tree fruit, berries and bearded irises at the corner of 12th and Excelsior avenues.

The biggest piece of equipment on his plot is probably the off-road golf cart he uses to monitor the crop.

The most complicated technology is probably the drip lines that sustain rows of juicy berries.

The rest of the work is done by hand. Hired pickers harvest and pack some of the crop. The rest is plucked by customers who are allowed to eat as they fill up containers for purchase.

In the grand scheme of local agriculture, Olivas is a fraction of a drop in the bucket.

But little Rancho Notso Grande, the tongue-in-cheek moniker Olivas slapped on his little operation when it cranked up in 2006, has gained a reputation beyond the confines of Kings County.

People sometimes travel hundreds of miles to sample the 14



John Olivas shows off some of the berries he grows on the corner of 12th and Excelsior avenues.



Gary Fenstermaker/The Sentinel

Signs designate various berry patches at John Olivas' farm, a 4-acre area featuring walnuts, tree fruit, berries and bearded irises. The most complicated technology at Olivas' farm is drip lines that sustain rows of juicy berries.

Liability

- Insurance
 - Ladders
 - Level of expectation
- Site maintenance
- Shade, water, sunscreen and gloves
- No pesticides
- Security
- Luck!





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KINGS COUNTY

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HIGHWAY



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