

CASA de FRUITA[®]

Celebrating **100** *Years*



Southern Italian Immigrants



- They find California in 1908
- Then plant fruit trees
- Open 1st Cherry Stand in 1947

CASA de FRUTA[®]

Diversified Fruit Ranch



- **Apricots**
- **Cherries**
- **Wine Grapes**
- **Pears**
- **Prunes**
- **Walnuts**



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Grew into Roadside Retail

- **First Fruit Stand 1947**
- **Then We Kept Growing**





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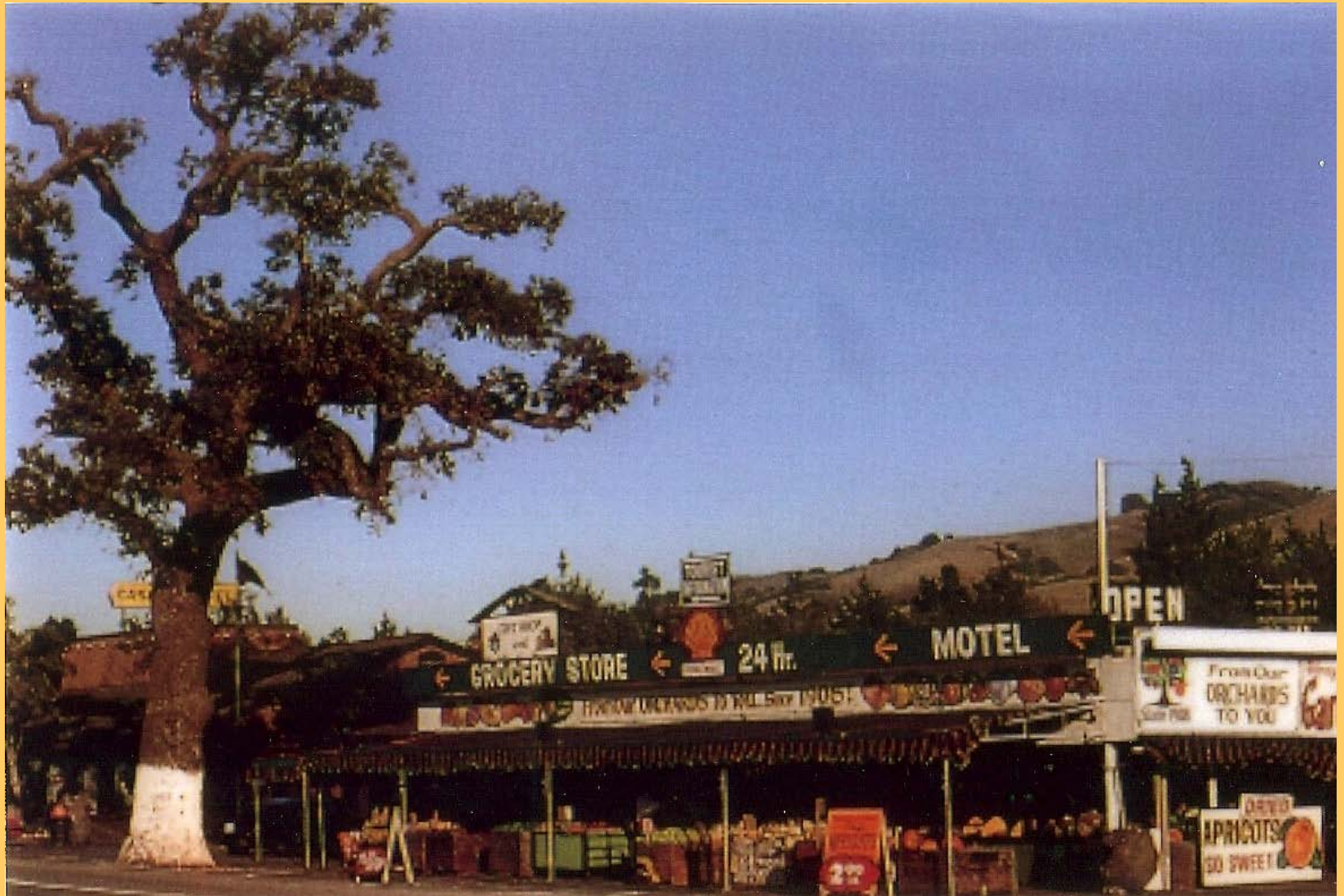
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But It Was Not Always Easy



- **The United Farm Workers Picket**
- **Secondary Strike**



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And We Do Lots of Things

- Pumpkin Patch
- Christmas Tree Farm
- Mail Order Catalog
- RV Park
- And Wine Too





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HOME OF THE WORLD FAMOUS

California Pomegranate Wine

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Celebrating Over **100** Years

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And We Kept Growing

- 4th Generation
- Sold Fruit and Bought 2x4's
- Family Fun
- Thousand Pieces of History





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A Thousand Pieces of History



We Adapted

- **But others have not had the opportunity.**
- **Medium sized farms are disappearing.**
- **And the large farms are getting larger.**
- **The Mom's and Pop's scratch by because they have too or want too.**
- **But don't look for many of the next generation to choose that life style.**

Only Farms of Scale Can Overcome Rising Costs

- **Continuing Concentration of Processors, Wholesalers and Retailers**
- **Lack of an Irrigation Water Solution**
- **Consumer Demand for Local, Convenience Packaging, Year Round Branding**

And the Real Costs of Regulation

- **Loss of pesticides and then lack of registration for replacements**
- **Food Safety**
- **Diesel Emissions**
- **Increased fees due to government deficits**
- **Implementation and expense of Capital Improvements**

And More Regulatory Costs

- **Fertilizer and Fuel increases due to CA climate control legislation**
- **Public indifference regarding invasive species eradication**

We Adapted By Changing our Business Plan



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California Fruit and Vegetable Growers

- Times are changing
- Either we adapt
- Or someone will adapt us
- The current economy is only speeding that up