



**CAL POLY**

College of Agriculture, Food  
& Environmental Sciences

**Food Systems Leadership Institute  
California Agriculture Industry Bus Tour  
June 15, 2022**

*Note: all facilities follow GMP: no jewelry, open-toed shoes, shorts/skirts or hats*

- 6:20 a.m. Depart the Cliffs (1 hr., 20 min. drive)
- 7:30 – 9 a.m. Rava Ranches tour  
1 Cattleman Rd., San Ardo CA  
*Leafy greens, grower/packer*
- 10:30 – 11:45 a.m. Rocha Strawberry Farms  
801 Williams Rd. Salinas CA  
*Strawberry grower/packer*
- Noon – 1:15 p.m. Lunch: Tanimura & Antle  
1 Harris Rd., Salinas, CA
- 1:30 – 4:30 p.m. Tanimura & Antle field tour  
*Leafy greens, grower/packer/shipper, ag tech, worker housing*
- 6 – 8:30 p.m. Robert Hall Vineyards and Winery tour, tasting, dinner  
3443 Mill Rd., Paso Robles, CA
- 8:30 p.m. Return to The Cliffs



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## **Stop 1**

### Rava Ranches

Rava Ranches Inc. is a family-owned and operated produce company that uses sustainable agricultural practices to produce safe, high quality produce while minimizing the environmental impact on the land so that its employees and customers can maintain a high quality of life.

Gerolamo Rava came to Gonzales, California in 1924 from Lake Como, Italy. He started his own dairy and raised beef cattle and feed in Monterey County. Second-generation California farmer, Jerry Sr., was raised in Greenfield in an Italian tradition. Jerry started farming in the 1950s after a stint in the Navy.

Third-generation California farmer, Jerry II, grew up farming alongside his father and always knew he wanted to follow in his footsteps. He joined his father after graduation from Cal Poly and expanded the family business into Arizona and Southern California to build a year-round enterprise, and increase the amount of acreage farmed as well as the variety of crops.

Third-generation California farmer, Chad, manages the family's wine grapes in Monterey and San Luis Obispo Counties. Chad focuses on growing superior quality grapes while giving back to the land which he plans on passing down to future generations.

Key items to note:

- Multigenerational
- Rising state minimum wage
- Water issues in the Salinas Valley
- One of the largest family owned and operated produces companies in the U.S. that uses sustainable agricultural practices

## **Stop 2**

### Tanimura & Antle

Tanimura & Antle is a multigenerational producer and distributor of fresh vegetables, including lettuce, broccoli and onions. The company was formed in 1982, but the Tanimura and Antle families farmed the Salinas area dating back to the early 1900s.



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George Tanimura was born the oldest of 12 siblings, and began working in his family's Castroville, California iceberg lettuce fields while in grade school. He took over as the head of his family and its business as a teenager when his father died in the midst of the Great Depression. He and his brothers built a large business, then lost their land and property when he and other family members were sent to an Arizona internment camp during World War II due to his Japanese ancestry, even as his brothers fought for the U.S. overseas. It was there that he met and married his wife.

Following the war, Tanimura and his brothers rebuilt the family business, starting as field laborers on small plots of land in Gilroy, California and saving enough to buy an acre of land. By the late 1940s, Tanimura and his brothers began working with grower-shipper Bud Antle, and eventually began growing exclusively for that company.

Bud Antle, born in 1914, began farming lettuce in the Salinas Valley, eventually merging his business with Dole Food Co. In 1982, the family founded Tanimura & Antle with George Tanimura and his brothers.

The company is one of the largest independent growers in the U.S., farming more than 40,000 acres of lettuce, celery, broccoli, cauliflower and green onions. Its growing operations follow the sun from Salinas, California, to Yuma, Arizona. The company ships across the U.S. as well as Europe and Asia.

Key items to note:

- Recently deceased CEO and president, Rick Antle, was a Cal Poly alumnus and the longest-serving member of the college's Dean's Advisory Council
- To address an acute shortage of farm workers, the company explored innovative ways to provide housing for its workers, beginning with a \$17 million expenditure for new housing for year-round employees in 2015
- The company is pursuing reductions in field labor through the use of computerized/automated planting, thinning and weeding equipment
- In February 2017, the company launched an Employee Stock Ownership Plan (ESOP), allowing employees to become partial owners of the company.

### **Stop 3**

### **Stop 5**

#### J. Lohr Vineyards & Wines

J. Lohr Vineyards & Wines is a family owned and operated winery founded more than 40 years ago. The company makes a full line of internationally recognized wines from its 5,000 acres of sustainably certified estate vineyards in Paso Robles, Monterey County's Arroyo Seco and Santa Lucia Highlands appellations, and St. Helena in the Napa Valley. Founder Jerry Lohr is recognized throughout the industry as an industry pioneer and for having established and marketed California's Central Coast as a significant winemaking region. His influence is far-reaching as an advocate for experimentation and sustainability.

Key items to note:



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- Jerry Lohr is a board member of the Cal Poly Foundation and has donated significantly to the planned Center for Wine and Viticulture. He was just awarded an honorary doctorate degree from Cal Poly
- Lohr was named an American Wine Legend by Wine Enthusiast magazine in 2016