

Congratulations to Fresh Kist's Grower/Owner, [Teixeira Farms](#), Awarded the 2006 National Grower Achievement Award!

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Fresh Kist is pleased to announce that our grower/owners, Teixeira Farms, have been honored with the 5th annual national Grower Achievement Award during a Sept 13th ceremony, at the United Fresh Produce Association's Washington Public Policy Conference. The award, which is presented by American Vegetable Grower Magazine, in conjunction with Syngenta Seeds/ROGERS Brand, and the United Fresh Produce Association, is awarded based on the nominee's achievements in areas that include: technology innovation, marketing efforts, food safety, quality, industry leadership and overall achievement. During their almost 60 years of operation, the Teixeiras' have endeavored to excel in all those areas. "They have a vision to be the best," says Allan Teixeira's son in law, Vince Ferrante, who is the Teixeiras' Harvesting Manager.

Teixeira Farms is located in the Santa Maria Valley, between Santa Barbara and San Luis Obispo, CA in it's own unique micro-climate, perfect for growing row-crop vegetables. The area has been a major vegetable producing area for several generations and the Teixeiras' have been farming the region since 1937 when J.C. Teixeira started the operation.

Teixeira Farms has grown into a 4,500 acre (10,000 harvested acres) company that prides itself on innovation and family ties. The company is owned by J.C.'s five sons; Norman Teixeira, Allan Teixeira, Marvin Teixeira, Glenn Teixeira, and Dean Teixeira. Each plays a daily role in the continually evolving entity, with other vital operations run by several other family members, including Pam Lind-Teixeira, Mark Teixeira, Vince Ferrante, Steve Teixeira, Gary Teixeira, and John Teixeira.

Those ties go further, into the community, where family members are active on the Santa Barbara County Fair Board (Gary), Western Growers Board (Glenn), United Agribusiness League Insurance Board (Allan), local school fund raisers, and many other activities. The company contributes \$5,000 annually toward employees and their children in educational scholarships. Dave Bonetti, Fresh Kist's CEO, said, "I've known the Teixeira family for 30 years and have always been impressed with their strong commitment to family, the community and the future – they are always looking and planning ahead."

The Teixeiras' grow iceberg lettuce, leaf lettuces, red and green cabbage, cauliflower, celery, romaine, broccoli and strawberries. They were one of the innovators of cored iceberg lettuce and have created an

efficient broccoli repack line to produce the highest quality iceless broccoli, a product that has a modified atmosphere liner pack and eliminates the need for heavy ice (freight savings) and wax carton disposal (more environmentally friendly).

In the 1980's, before food safety had become such a hot point issue, the Teixeiras' hired PrimusLabs to test their fields for pesticide residues. That testing eventually developed into a well rounded testing and safety program, administered by PrimusLabs.com, including HACCP, Good Agricultural Practices, and Sanitation Standard Operating Procedure programs, product trace-back, testing for E. coli, Listeria, and Salmonella. "The Teixeiras' vision of sustainability, the environment, and innovation are unparalleled," said Dave Bonetti. Currently Teixeiras' and Fresh Kist are looking into a comprehensive green sustainability program that would include a series of annual goals for continuous advances.

"It's good to see a company that goes that extra distance and doesn't cut corners be recognized for their hard work," said Jason Lathos, Fresh Kist's Sales Manager. "That commitment, along with their innate desire to innovate, is part of what makes the Teixeiras' such a top-notch, long lived company."

Part of the Teixeira's extensive operation includes several separate but integrated entities: Frontier Cooling, Pioneer Supply, Wilderness Pallet Company, Teixeira Harvesting, Teixeira Farms Veggies (the nursery), as well as a shop for building harvesting equipment. Just over 6 years ago the Teixeiras', along with local growers, PacFresh Produce, Gold Coast Packing, and Byrd Farms, came together to form a unified sales and marketing company, Fresh Kist Produce, to better compete with the ever changing marketplace.

The Teixeiras' aren't afraid to get their hands dirty. The brothers can be seen putting their hand to whatever needs doing, from attending policy talks in Washington D.C., to driving a tractor. Over the years they have come up with many innovations that have greatly advanced their operations and those of other farmers in the Santa Maria Valley. They utilize drip irrigation, solar power and variable speed motors that use precise amounts of water to help conserve our resources, GPS technology to map ranches, level land and track pesticide application, and auto steer technology for listing plant beds.

Fresh Kist is very proud to be a part of this great farming tradition! 60 years of farming, community activity, innovation, and industry leadership are huge achievements. Congratulations!

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To learn more about the Grower Achievement Award and the four other highly qualified finalists, please visit: growerachievementaward.com. For more about Teixeira Farms, visit: teixeirafarms.com.