

The Power Growers

Find out which growing operations are leading the industry forward in multiple ways.

THE Top Growers Report on the previous pages ranks apple/pear, stone fruit, grape, and nut growers by acreage. In many cases, these growers are well equipped to be industry leaders, and have managed to be both productive and profitable on a very large scale.

However, there are many fruit growers

and fruit growing operations who may not farm on as much land, but are still leading the industry into the future through innovation, advocacy, industry involvement, and overall vision. In fact, at a time when farming success is beginning to be defined not by size, but by skill, these growers are needed now more than ever. The ques-

tion is, how do you define them, and how do you possibly rank them?

The answer is, you don't rank them, at least in terms of anything quantifiable. We sought out leaders across the fruit industry for their thoughts on who they felt the industry's "Power Growers" might be. The names that can be found on these two pages are cer-

tainly not all-inclusive, but we felt this was a good start.

Now comes your turn. Who are we missing? Are there growing operations you know who should be part of this collection of names? For that matter, should your own farm be on this list? Let us know by sending an email to afg.edit@meistermedia.com. ●

Washington

Each of these farms has a genuine and continued commitment to enhancement of new genetics, production systems, and packing/handling facilities. Each has leadership and employees who have contributed significantly to industrywide issues, regionally and nationally. Each has a very different business model, but all have a commitment to delivering to the consumer a quality product. Their middle management is impressive.

McDougall & Sons, Wenatchee

Scott and Stuart McDougall

Washington Fruit and Produce, Yakima

Rick, Cliff, Peter, and Dan Plath

Allan Bros. Fruit, Yakima

George, Dave, and Travis Allan

Auvil Fruit Company, Orondo

Del Feigel, Bret Drescher

Stormy Mountain Ranch, Chelan

Ray Fuller

Foreman Fruit, Wenatchee

Dale and James Foreman,
Alan Groff and Kyle Hendrickson

Oasis Farms, Prosser

Brenton Roy

Roy farms 1,500 acres of winegrapes, apples, cherries, and berries along with some hops. He is currently chairman of the Association of Winegrape Growers of America, as well as a member of the Washington State Horticultural Association's Board of Directors, the Washington Wine Commission, and the ENZA North America Marketing Committee. He was a past board member and chairman of the Washington Association of Wine Grape Growers.

Michigan

Ridgeview Orchards, Sparta

Al, Joe, Dan, and Ryan Dietrich run some of the most productive orchards on "the Ridge" in Michigan. They strive to plant the most modern and productive orchard systems, going to the tall spindle five years ago. They took the "opportunity" of the short crop of 2012 to completely remodel and update their packing facility along with their partners on the packing line, Leo Dietrich and Sons.

Ohio

Hillcrest Orchards, Amherst

Bill Dodd

Aside from being a grower, Dodd is chairman of the USApple Association and president of the Ohio Fruit Growers Marketing Association. In the past year he assumed the role of executive director of the Midwest Apple Improvement Association, and in this

role has shepherded the introduction of the organization's first release, EverCrisp, using an innovative "managed open" release. This marketing mechanism is being reviewed around the world as a possible strategy for commercialization of new fruit varieties.

California

Britton Konyenburb Partners, Modesto

The Britton and Van Konyenburb families have farmed in the San Joaquin Valley for four generations. They are experienced growers of almonds, apples, apricots, cherries, grapes, peaches, and walnuts.

Vincent B. Zaninovich & Sons, Delano

Ryan Zaninovich

This is one of California's top table grape growing organizations. This past spring Ryan was re-elected chairman of the California Grape & Tree Fruit League. The state's table grape growers moved more than 100 million boxes of grapes for the first time last year and at higher f.o.b. levels.

Greenleaf Farms, Madera

John Colbert

Managed by John Colbert, this farm is a diversified grower of almonds, walnuts, citrus, and prunes in Tulare, Fresno, Madera, and Merced counties.

Alkali Hollow Farms, Madera

Larry Lowder

Lowder is part of a large family operation (Andrew Farms) which grows winegrapes, almonds, and pistachios. He has been secretary/treasurer of American Pistachio Growers for the past four years.

Jackson Farms, Kingsburg

Jackson Farms is a third-generation farming operation located in the heart of the San Joaquin Valley. They

have been Certified Organic since 2009 and have been at the forefront of Integrated Pest Management technologies since the early 1990s. They grow and harvest cherries and peaches and are always looking for "outside the box" alternatives to farm management.

Carriere Family Farms and Borges of California, Glenn

Bill Carriere

Carriere is the president of Carriere Family Farms, a partnership between Bill and four cousins, all of whom are fourth-generation California farmers. Bill and his family harvest 1,500 acres of walnuts. They also custom harvest walnuts for their neighbors, operate two walnut hulling and drying facilities, have an in-shell packing plant and, most recently, have added a walnut shelling plant. Carriere is a graduate of the California Ag Leadership Program.

TOS Farms, Hanford

William L. Tos, Jr.

Tos is a third-generation Northern California family farmer, co-owner of Tos Farms, Inc., and a partner with the Tos Farming Company. He has served on the California Walnut Commission and California Walnut Board in the capacity as member and alternate and is currently the Vice-Chairperson of the California Walnut Commission. Additionally, he has served as a director on the Diamond Walnut Growers Board, the Kings County Farm Bureau, and the California Tree Fruit Agreement Research Committee. Currently he is

serving on the Kings County Board of Supervisors Ag Advisory Committee, the Kings County Water District Sub-Committee, and as a director for Diamond Foods.

Cummings-Violich, Chico

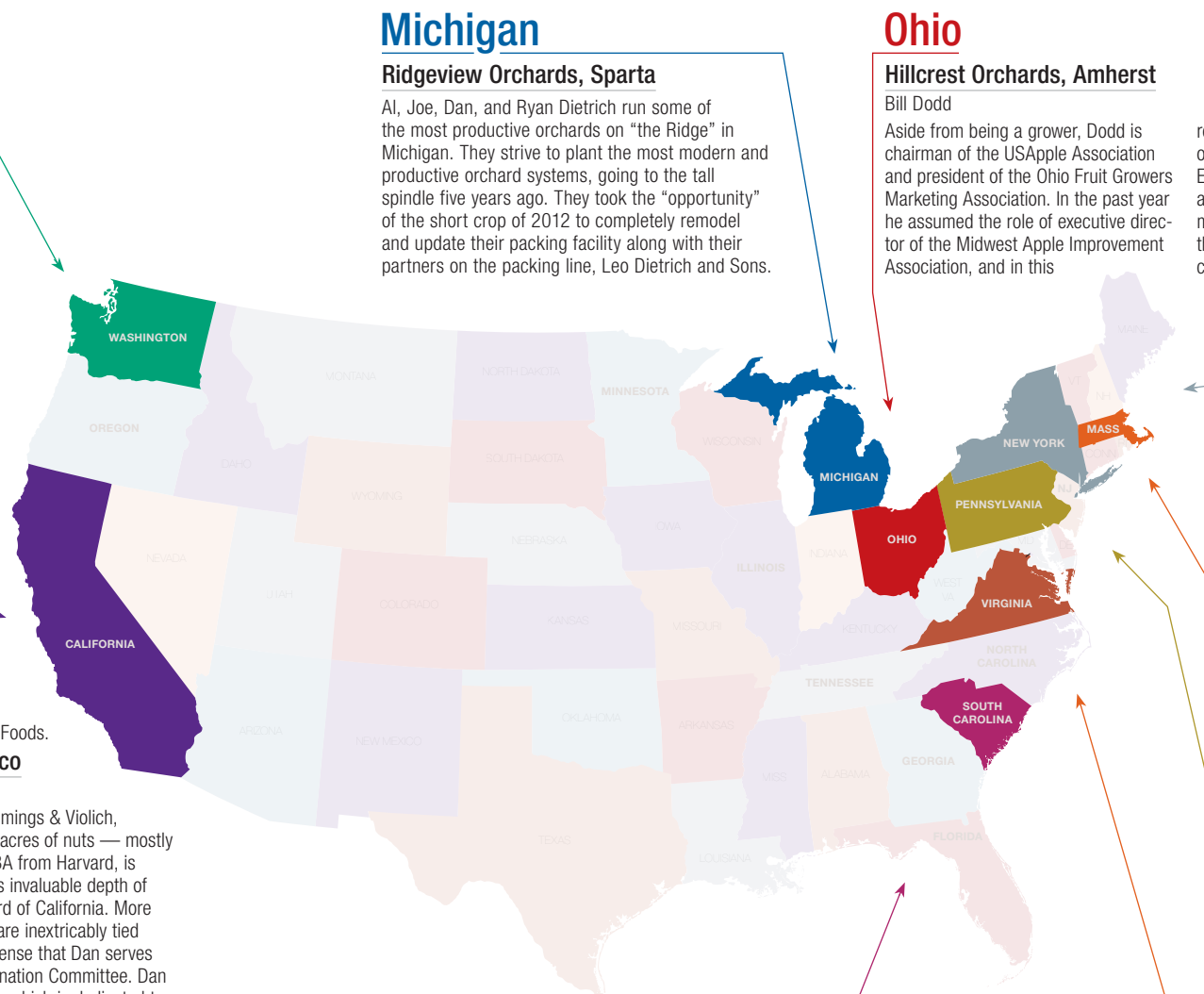
Dan Cummings

Cummings is a partner in Cummings & Violich, which farms more than 7,000 acres of nuts — mostly almonds. Dan, who has an MBA from Harvard, is also a beekeeper, and provides invaluable depth of knowledge to the Almond Board of California. More than any other crop, almonds are inextricably tied with honeybees, so it makes sense that Dan serves as chairman of the ABC's Pollination Committee. Dan also helped found Project Apis, which is dedicated to enhancing the health of America's honeybees.

Goehring Vineyards, Clements

Brad Goehring

Goehring's company plants 5% to 10% of California's new winegrape acreage each year. That adds up to about 23,000 acres through the years in 11 counties. Goehring is extremely active in the industry, serving as chairman of the California Association of Winegrape Growers' No-Pay Task Force, which goes after deadbeat wineries. He was successful in getting new legislation passed that helps winegrape growers collect from vintners who reneged on grape contracts.



New York

Lamont Fruit Farm, Albion

Rod Farrow

Farrow, owner of Lamont Fruit Farm, is leading the precision orchard management revolution in New York.

Wafler Farms, Wolcott

Paul Wafler

Wafler, who owns Wafler Farms, is leading the mechanization revolution in New York with his development of platform technology.

Massachusetts

Carlson Orchards, Harvard

Frank Carlson

Carlson of Carlson Orchards is very active in the industry both locally and nationally (USApple Board of Directors). Frank is on top of food safety and fresh cider issues, and although he has sold the cider business, he was always (and continues to be) an advocate of fresh cider producers.

Pennsylvania

Hollabaugh Bros., Biglerville

Two generations of the Hollabaugh family excel at farm marketing, and recently conducted a major market renovation. In the orchard, Bruce Hollabaugh is a strong advocate for modern production systems and the incorporation of mechanization.

Three Springs Fruit Farm, Aspers

The Wenk farming family has expanded into new urban marketing ventures, and has diversified its crops and planting systems accordingly.

Virginia

Timber Ridge Fruit Farm, Gore

Cordell Watt

Watt, the 2013 Apple Grower of the Year, was recognized for being an expert at knowing his site, and the best varieties to grow.

South Carolina

Titan Peach Farms, Ridge Spring

Chalmers Carr

Carr of Titan Peach Farms is active throughout the industry, from the National Peach Council to research trials with Clemson University.