

OUR

HISTORY



Santa Rosa Produce is one of the nation's leading melon producers and distributors. We combine advanced growing techniques with the sweetest seed varieties to grow the world's best tasting melons.

Since 1982, Santa Rosa Produce has been family-owned and operated by the Pearsons. "We have a long family history of farming," says owner and president Larry Pearson, a third generation farmer. "My wife Cindi and I maintain direct control over all aspects of production. From choosing seed varieties to placing the last melon in the box, we take great pride in our business — and it shows."



EXCEEDING CUSTOMER EXPECTATIONS

A COMPANY DEDICATED TO QUALITY AND FOOD SAFETY

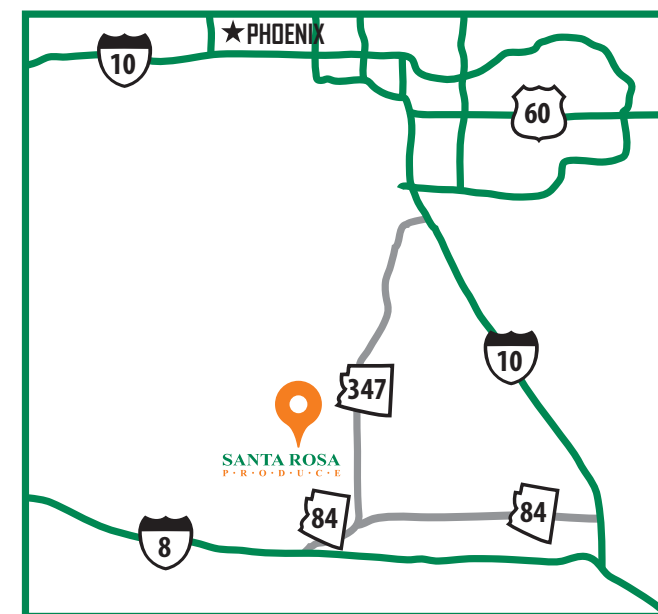


SANTA ROSA
P • R • O • D • U • C • E

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For further information
please visit our website
SantaRosaProduce.com.



SANTA ROSA
P • R • O • D • U • C • E

FEEDING FAMILIES. ENRICHING LIVES.
IMPROVING AGRICULTURE.



Our land is situated in a desert region excellent for growing melons.

The area offers fertile soil, sunny, warm winters and ample irrigation from the Colorado River. Just to the west of us, the Maricopa Mountains stand guard against the elements, shielding us from hail, rain and other harsh conditions.

Santa Rosa Produce's state-of-the-art cooling facility allows us to be efficient and maximizes storage capacity to guarantee quality. We manage the planting, growing, harvesting, cooling, and shipping ourselves to ensure that our customers receive only the freshest produce.

OVER 4 MILLION BOXES PRODUCED EACH YEAR.



QUALITY

COUNTS

SPRING SEASON:
MAY TO JULY

FALL SEASON:
SEPTEMBER TO DECEMBER

Dedication to quality and food safety is our primary focus.

In 2012, Santa Rosa Produce was one of only a handful of companies to receive superior ratings on a Global Food Safety Initiative Audit. In fact, Santa Rosa consistently receives superior scores on all our Food Safety Audits, which shows our commitment to the integrity of our food safety program. Our food safety management team undergoes continuous education to remain at the forefront of food safety techniques to ensure the safest fruit possible for customers.

FOOD SAFETY:

- ✓ Primus Registered/Compliant
- ✓ GFSI Compliant
- ✓ PTI Compliant
- ✓ iCix Registered



STEPS TOWARD A SUSTAINABLE FUTURE

We recognize the critical role that we play in respecting and preserving our environment and community. We are committed to preserving our natural resources and reducing our environmental impact. Some of the ways we accomplish this are by using drip irrigation, reducing soil damage and investing in the latest seed and farm technology.



CONSERVING RESOURCES

Larry and Cindi made the key decision to switch to drip irrigation and plastic mulch. This change in technology made it possible to reduce water usage as well as increase quality and production.

Santa Rosa supports the improvement of the community in which we operate. It does so partly by supporting a number of nonprofit and charitable organizations through donations, the use of our facility and other means.

COMMITMENT

TO PEOPLE

Santa Rosa Produce leads by example. We reflect our values in our everyday actions and performance.

Employee satisfaction is critical to our success as a company. Santa Rosa offers our employees and their families incentive programs, bonuses and paid vacation packages every year.

Much of the credit for the quality of the product goes to the excellent group of employees Santa Rosa has developed and retained. The 45 full-time employees include family members and their spouses, which adds to the family feeling in the workplace.

“Our relationships with our customers, our employees and our environment are the most important values that we hold. Without them, we will fail to exist.”

LARRY PEARSON



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