



# FRESH PICK

Fall 2012 Newsletter

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## NEW GREENHOUSE GROWN ORGANIC VEGETABLES COMING DECEMBER 2012!

How can Organica Fresh go greener? With our new Greenhouse line of Organic Vegetables! Organica Fresh offers a variety of delicious Organic tomatoes, red & yellow bells, mini bells, French yellow & green beans, Persian cucumbers, and sweet sugar snap peas. The veggies are being grown in certified organic greenhouses and

packed in a GFSI certified-PrimusGFS, a state-of-the-art packing facility in Guanajuato, Mexico. Families will be able to enjoy these Greenhouse grown veggies from December to June. So that families can enjoy these vegetables year round, Organica Fresh will also grow them in open fields in the sunny state of California and offer them from June to October.

Organica Fresh has teamed up with Sierra Pack through their Empresa Hermana model of doing business. This model, which means Sister Companies, pairs Sierra Pack's extensive history and expertise in growing and packing with Organica Fresh's family history in farming, highest quality and safety standards for organic seed selection, packing, shipping and delivery. This relationship is based on a team approach to ensure premium quality and freshness of all produce grown and delivered.

Organica Fresh shares Sierra Pack's farming philosophy, which reaches beyond standards of organic certification. To help grow nutritious food, the farmland is treated as a living organism to be cared for and nurtured. Sierra Pack employs biodynamic farming methods. Some of their techniques include enriching the soil with organic nutrients, planting in accordance to the lunar cycle and mixing natural minerals with the soil to feed the plants. Sierra Pack is currently in process to receive Biodynamic certification from Demeter USA.

Organica Fresh's motto, "Reach for Health," is exemplified by our Sister Company Sierra Pack's dedication to organic growing and implementation of the highest food safety standards and practices!



Parents: Everardo Sierra Núñez y Lourdes Yáñez de Sierra  
Children: Lourdes Sierra Yáñez, Elizabeth Sierra Yáñez y su esposo  
Alfredo Martínez, Verónica Sierra Yáñez, Everardo Sierra Yáñez,  
Karina Sierra Yáñez y su esposo Alejandro Pesquera Nava

## SIERRA PACK SHARES OUR PASSION FOR ORGANICS

The Sierra family has been in agriculture since the early 1900's starting with great grand father Mariano Rico Sierra, and continuing with his son Everardo Sierra Nuñez, his grand son Everardo Sierra Yañez, daughter Karina Sierra de Pesquera and her husband Alejandro Pesquera and other sisters and brothers and their children (four generations). As a farming philosophy, the family has embraced biodynamic farming practices. Their intent is to rescue ecologically friendly farming practices from the past by giving back to the earth what man has removed.

Following the example of his father Mariano Rico Serra, Everardo Sierra Núñez learned the art of agriculture, and later as a young man started growing gladiola flowers and some other varieties; which he exported to the US and other parts of the world. Today, the Sierra family follows the same work ethic and growing principals that care for the earth while providing nutritious, great tasting healthy vegetables. Alejandro Pesquera explains, "We are producing healthier fruits that have a better balance of vitamins and minerals. Following organic and biodynamic principals, we nourish the soil with natural minerals and nutrients while being in harmony with the universe. We are reintroducing ancient practices that are in balance with the universe, the moon, the earth, air, water, and soil."

## MEET AND GREET TIME: TONY AND NICK OF ORGANICA FRESH

Antonio (Tony) Arreola is CEO and the founder of Organica Fresh. His brother Nicolas (Nick) Arreola II is the company's President. Here is a bit of their family history.

Tony and Nick's grandfather, Marin Arreola, traveled from Mexico to America to find work in the 1940s. He obtained a green card and made his living working in the produce fields in and around Hollister, California. He later taught his sons about the farming business and they too came to Hollister for work. Although their grandfather returned to Mexico, their father, Nicolas Arreola Sr., did not. Instead, he became a citizen of US and raised his family in San Benito County.

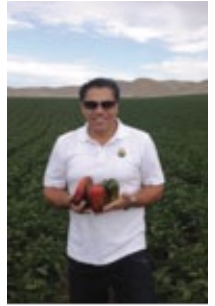
Tony and Nick grew up laboring in the same fields as his father and grandfather. Each summer these brothers and most of their other seven siblings would go to work with their parents to help support the family and to learn. Picking onions, lettuce, garlic, cucumbers, cutting apricots, cleaning fields, driving tractors and moving irrigation pipes taught Tony and Nick the value of hard work and the importance that farming has in the life of families.

In the fields, Tony and Nick learned about discipline, team work, and drive. They were challenged by the hard work but excelled and grew strong. Working in the fields also helped Tony and Nick appreciate the value of an education. With these values, Tony and Nick went on to be the first ones in their family to graduate from elementary school, high school, and Cal Poly State University, San Luis Obispo.

Tony and Nick never forgot the lessons they learned in the fields of Hollister, California. In fact, they credit their successes in business primarily on the lessons they learned from their parents' hard work, dedication to the family, and to the early work experiences with their parents working the local land growing food.

Tony and his brother have often dreamed of becoming farmers themselves. They longed to be a part of the honorable and important work of providing fresh food for families. Organica Fresh is their way of celebrating their family's heritage, and recognizing their relatives and friends who have dedicated themselves to taking care of our food crops.

Organic farming is very important to Tony and Nick. They hope that Organica Fresh will help inspire a better way of growing food, ensuring that organic, sustainable, and safe farming methods are used.



TONY ARREOLA



NICK ARREOLA



## FRESH HERBS IN TIME FOR THE HOLIDAYS

Just in time for holiday cooking, Organica Fresh offers an aromatic and tasty variety of herbs grown locally in California. Our herb clamshells contain a generous three quarter ounce of delicate, hand-cut sprays of fall favorites including rosemary, thyme, oregano, sage, chives, basil, tarragon, arugula, mint, dill and marjoram. Our four ounce clamshells include basil and arugula and are a perfect size for delicious additions to salads, pastas and sandwiches. All of our herbs are also available in one pound bags.



## SAN JOSE GIRL SCOUTS GEAR UP TO FEED LOCAL FAMILIES



Five years ago Girl Scout Troop 60480 started a tradition of service to local families who could benefit from a food basket on Thanksgiving. Inspired by troop member Isabel Ousey's mother and grandmother who prepared Thanksgiving baskets in New York in years past, the girls set a goal of gathering a meal to feed families made poor. Each year their efforts have grown. Fifteen additional troops in service unit 643 in North East San Jose are joining in. This year they will provide 20 meals which will feed over 100 people.

In 2012, Organica Fresh is honored to partner with Girl Scouts in our community to offer fresh organic fruit and vegetables for the Thanksgiving baskets. Each meal will include a turkey, bread, organic broccoli and other vegetables, a bag of mixed organic fruit, other side dishes, desserts and drinks to be prepared at home.

Families are identified in advance with the help of our local St. Vincent De Paul Society and meals are given out the week of Thanksgiving. For more information or to donate, please contact Organica Fresh.

## FALL RECIPE: ORGANICA FRESH HERBED BUTTER RECIPE

Created by Jamie Arreola



One stick organic unsalted butter (softened)  
1/8 to 1/4 cup finely chopped herb leaves of your choice  
A pinch or two kosher salt

Finely chop herbs. Blend softened butter with finely chopped herbs in a bowl. Scoop onto plastic wrap and roll into log shape (optional). Store in refrigerator.

Serve on roasted vegetables, bread and pasta –Delicious!

Try basil butter, sage butter or a combination of your favorite herbs.



October is Breast Cancer Awareness Month!

We sincerely dedicate this issue of our newsletter to Breast  
Cancer Victims, Survivors and their Families.



*Reach for Health!*

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