

CASEY'S CORNER



The year in Oxnard is quickly coming to a close. It is a busy time for the production teams as production is high and additional SKU's have added more pressure on the pack lines.

Although difficult, the additional SKU's will position us to take advantage of the newly formed heirloom market and provide multi-colored flavorful tomatoes for our customers to enjoy.



Additionally, we are busy preparing the 2014 budget. It looks like it will be another exciting year and one where we will be able to fully utilize the capital invested over the last 2 years. With the Co-Gen coming online, we will have another revenue stream to add to our produce sales as we will be exporting energy to our local power grid. It is great to finally see our electrical sales becoming a reality.

Honored Guests



Undersecretary Alvalos

July was a busy month at Houweling's. Not only is it the height of the summer season with harvest out of the farm at its peak, we have had some very distinguished guests join us for tours. First we had the honor of hosting Under Secretary Edward Avalos of the USDA. Traveling all the way from Washington, DC Undersecretary Avalos, was excited at the opportunity to see what many are calling the future of sustainability in farming.

Shortly after the undersecretary's visit we were joined by California State Senator Hannah-Beth Jackson and Assemblymember Das Williams along with members of their dedicated staff. As

with most of our guests, especially those who have never toured a modern greenhouse, the group was thoroughly impressed and brought forward many great questions as to why we do things the way we do. It certainly provides us as a company great satisfaction when guests such as these leave our facility with a better understanding and appreciation of how and why we operate.

Why are government officials touring Houweling's?

We can attribute it to a few things. From a broad perspective, experts indicate America is on the edge of a food crisis and the agricultural systems need to evolve with less farm land available and the population growing. By 2050, America needs to double its food production to account for the continued population growth. Hence, Americans are searching for innovative agricultural technologies that will allow them to produce more with less.



"It was fascinating to see the operation they have at Houweling," Senator Jackson said. "What this company is doing with energy efficiency and environmentally sustainable growing practices is a great example of a responsible business that is concerned about its larger impact on our planet. The innovative leadership and investment in sustainable practices that this and other local agricultural companies have made is a testament that businesses, even an agricultural business, can 'do well, by doing good.'"

As an industry leader in the greenhouse industry, we've demonstrated the long term viability of greenhouse technology and as such Houweling's has developed a world-wide reputation as a leader in sustainable agriculture. When experts are asked by these government officials who they should see, often Houweling's Continued on back...



From the "Eh" Team

Eight years back, I recall stepping into a produce section of a supermarket and wondering how the fruit and vegetables were all the same size and why each bunch of bananas would have a sticker. It was all a bit of a mystery.

But after working at Houweling's, I have become a part of the behind the scenes that works to put perfectly colored, shaped tomatoes into each box. I've learned that it takes hard work, strict guidelines and communication to insure that everyone in the greenhouses and pack lines know the quality standards so the highest quality produce reaches the supermarkets.

It's been a great learning experience to work quality control into our operations and over

that time I've learned that "Quality in a service or product is not what you put into it. It is what the client or customer gets out of it."

Hence, over the last five years we have emphasized quality control at Houweling's and made many improvements including a brand new pack house, new specialty lines, and the automation of the 4lb line. These improvements have allowed us to focus on quality for specific variety types/packs which resulted in improved overall quality.

Maintaining a high level of quality is one of the ways that we meet customers' demands for premium tomatoes.

- Jeff Varghese
Packhouse & Picking Manager

Dollars & Sense

I would like to welcome Lorene Baxter to the Houweling's team. Lorene is taking over the role of reception and executive assistant in Delta BC. Originally from Kitchener-Waterloo, Ontario. Lorene and her son Michael reside in Burnaby, BC. Lorene's interests include growing orchids, traveling, cooking and enjoying valuable time spent with her son.

Having worked in various sectors of business and academics, she graduated in 2010 from Capilano University with a Legal Administrative Assistant certificate. It is her personal goal to continue to learn and to grow, whether it is for business or just her own interests.

Please join me in welcoming Lorene to the Houweling's team.

- Chris Brocklesby



What's in Store

The sales office has been very busy this summer. We've added more SKU's, specialties tomatoes, and have enjoyed a more active market. Additionally, we've introduced new outlets, and expanded distribution with current customers to help stabilize our business.

All of this goes hand in hand with our increased volumes in the summer, and begs the question, how do we keep these customers during the winter months?

I'm happy to say we have several plans that will enhance the service to our customer's on a year round basis. Lights in Camarillo and Delta will help supply "local" product for clients that are appreciative of California or Canadian grown; and procuring product from outside sources will help us "stay in the game" with

customers that accept products from Mexico. Also, we are looking into the possibility of outside growers to provide tomatoes, cucumbers, and maybe peppers during times that our volumes are decreased. The latter plans are still being developed to help us stay at a higher level of supply through the winter, and provide us the opportunity to better service our customer's needs.

- Bill Wilber



FAN MAIL



Because I am forever researching food (how it is grown, where in the world it comes from, etc.) I decided to do so with your wonderful tomatoes. Upon viewing your site I was so very impressed with your excellence to detail in all aspects of your business. No wonder we love these tomatoes.

What I did not know was your commitment to Guatemala. I will definitely be making a contribution on behalf of my husband and myself. In this world it seems at times that people do not care but when you dig deeper there is a lot who are doing their small part to help others. Keep up the good work and, of course, producing these delicious tomatoes.

Mavis Z.



In the Glass House Preventing Insect Pressures in the Greenhouse



The sun is shining, the weather is warm and the plants are booming as summer time brings high production levels and healthy crops.

However, the summer does present us with one disadvantage; increased insect pressure. Insects such as whitefly, thrips, aphids, spider mites, and a variety of other pests pose a larger threat to our crops at this time of the year.

You might ask yourself, "Just how dangerous can some bugs be?" The answer is - quite dangerous; to the point of possibly causing severe damage to all the crops. However, pests can be controlled through several preventive practices such as our vigilant insect scouts, who walk the greenhouses weekly to seek out insects before they inflict damage to the crops.

In the past years, we've added other preventive solutions to control insects such as replacements of the screens which line the vents of the greenhouses. These vents are replaced promptly after a certain time due to damage from the sun and the high humidity which helps to keep our defense strong.

Through the combined effort of our biological pest management (nature vs. nature), pressurized greenhouses, preventative measures and our scout teams we're able to keep insect damage low and our crops healthy.

- Alex Saavedra
Phase 1 Grower

Marketing Magic - FPFC SoCal Expo

On July 16, Bill, Monica and I had the pleasure of representing Houweling's at the Fresh Produce and Floral Council, Southern California Expo. This show brings together Southern California retailers and vendors and is unique in comparison to other shows I have attended as there is much greater participation at the store level in addition to the buying and executive teams.

As you can see from the picture, we showed off the incredible array of tomatoes and packaging formats available, highlighting our year-round, California Grown program. Attendees sampled our grape and medley tomatoes and were treated to an Heirloom Tomato Gazpacho prepared by Chef Garrett Nishimori. Certainly our Heirlooms, positioned front and center were the biggest draw with a constant stream of attendees anxious to touch, smell and learn more about our program.

Special thanks to Kyle, Luis and his team for organizing and ensuring the products and materials were ready. We couldn't have done it without you.



- David Bell

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is at the top of the list. Houweling's ability to harness technology, human ingenuity and Mother Nature, allows us to produce over 74 million pounds of tomatoes year-round while using a 1/10th of the land and 1/6th of the water.

By sharing what we do with others on tours such as these, we greatly increase awareness and understanding of our operation, positioning it as a model for the future. This is not just a good thing for us as a business, it is good for everyone as food safety and security, amid rising population is a worldwide concern.

I would like to thank everyone on our team for helping to prepare the facility for our visitors. Great job, everyone!

- Kyle Stephenson

BEN'S BUZZ



Development of Co-Gen #2

This year, we are continuing our Co-Gen project which will help us to generate our own electricity, CO², thermal energy and condensed water. We've made a lot of progress from last year as two Co-Gens were built and installed. Yet, we are not finished! This year, we will be working on the construction of our third and final Co-Gen.

One of our main goals throughout the project was to complete the installation using our work force. In order to achieve this goal, it was necessary to work together with the operations, maintenance and yard logistics crews to coordinate the building effort while not interfering with the daily operations. By working together, we've largely kept the work in-house, limited disruptions and have made large steps in completing the project.

Additionally, we would like to thank the group led by Jesus Orozco. We understand that this has been a very difficult project but your hard work is greatly appreciated and will pay large dividends when completed.

- Ben Vasquez

Casey's Recipe Corner TAGLIATELLE WITH ORANGE AND YELLOW TOMATOES

Orange and yellow tomatoes are perfect for cooking down into a luscious pasta sauce. The sweetness of the tomatoes balances out the spiciness of the Italian sausage resulting in an addictive plate of savoury, spicy pasta.

Serves 2

2 Orange Houwelings Tomatoes
2 Yellow Houwelings Tomatoes
2 links of hot Italian sausage
2 cloves of garlic, thinly sliced
1 teaspoon of crushed red pepper
1 tablespoon olive oil
8-10 leaves of fresh basil, torn
1/2lb of tagliatelle

Core and roughly dice the tomatoes. Place in a bowl, making sure to save the juices.

Bring salted water to a boil. Add the pasta and cook according to the package.

While the pasta is cooking, heat 1 tablespoon of olive oil in a large skillet over medium heat. Remove the sausage from the casing and



crumble into the skillet, cooking and stirring until browned. Add the tomatoes, garlic and red pepper flakes and cook, stirring often until the tomatoes are soft. Press down on the tomatoes to release their juices. Simmer until sauce is thick (about 12-15 minutes). Remove the pan from the heat and set aside.

When the pasta is cooked al dente, reserve 1 cup of pasta cooking water and drain pasta.

Add the pasta to the skillet with the tomatoes and turn the heat back on to medium. Toss the pasta so the sauce coats each strand of pasta. If the sauce is too thick or dry, add a small amount of pasta water until the desired consistency has been achieved. Add half of the torn basil and season with salt and pepper to taste.

Serve immediately with the remaining basil sprinkled on top.

