



CASEY'S CORNER



Many of you have noticed that since late October we have been receiving shipments of product from Mexico and Guatemala. This is a necessary process for our

company to avoid the Cardinal Sin of Produce ... SHORTING THE CUSTOMER. While we are proudly growing year-round in both California and BC, the reality is our production numbers can't keep up with consumer demand. Our customers understand this but they still need the product.



This puts procurement onto the agenda and unlike our competitors, we're unique in our approach. I remain committed to only packing Houweling's product in the Houweling's brand. This being the case, we created the Greenhouse Fresh brand which allows us to repack quality product from approved growers and ensure our customer commitments are met.

As always, with my regards,

Houweling's Department Resolutions



With the turn of the calendar from 2013 to 2014, many people start the year off with a New Year's Resolution. At Houweling's, each department has come forward with a resolution and unlike the usual "go to the gym" or "eat healthier" resolutions, our management team is committed to seeing these through. Some are simple, some are large, but all will make a difference!

Here's to a successful 2014 for all!

Department New Year's Resolutions

Marketing – The Marketing team commits to delivering a 2014 tradeshow program that will get us noticed (for the right reasons). For the first time ever we will be participating at the CPMA in Vancouver (April) and PMA in Anaheim (October) as well as some regional shows in between. We're excited to bring the Houweling's brand to life amongst our customers, competitors and industry partners.

Accounting – The Accounting team commits to ensuring communication between the accounting department and other departments is clear and

easily laid out, which will allow us to improve our ability to provide timely and accurate information.

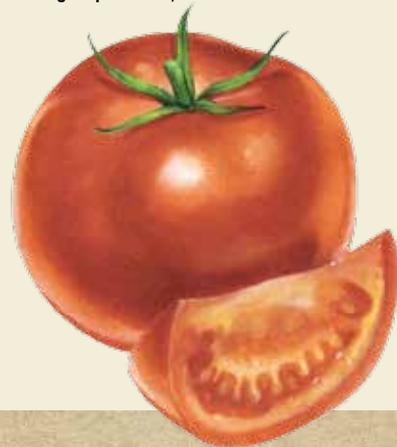
Operation Teams – The Operations team commits to implementing an all-inclusive recycling program for the facility. This would include offices, lunch rooms and bailing our own cardboard.

IT Department – The IT department is committed to improving everyone's daily experience with technology. Our resolution is to work to improve our Internal customer's experience by reducing our response time by updating and improving tools to help the company better serve all of our customers; both internal and external.

Sells Department – The Sales team will work to improve customer service with quality product, information and delivery.

Growing Department, CA – This year we will focus on conserving water for the future, producing the best tomatoes ever so that you are left with the expression: "Wow, what a tasty tomato!"

Growing Department, BC – See The "Eh" Team.





From the "Eh" Team Delta New Year Resolutions, by Department

Propagation – With changes in propagation management, 2014 will bring new responsibilities for our team. My resolution will be to guide and encourage my colleagues as we face new challenges and responsibilities. (Ruben Houweling)

Shipping Receiving – As the company grows, Shipping/Receiving and Inventory gets more complicated. I will work to find new ways to keep these departments running smooth and more efficiently. (Don Bowen)

Maintenance – Our resolution is to expand our preventative maintenance procedures and to plan better for projects. (Jasen Kenny)

Pack House – We at the Delta Pack House will strive to make our good better, and our better best. (Jeff Varghese)

Growing – Question all growing procedures, cherish the successful ones, change the others and find ways to ship even better plants ---- when the growing gets tough, the tough get growing. (Wim Vandertorre)

Growing – My resolution for 2014 is to increase production in lighted areas, more Kilos. (Rick Hendricks)

HR – The HR team's resolution is to be optimistic and contribute to the success of the company by seeking opportunities to do what we do well. (David Smart)

Energy – To Maximize utilization of energy and water purchases. (Al Ram)

In 2014 may we all continue to strive for the 'A' in the 'Eh' Team.

Dollars & Sense: Healthcare Reform



KAISER PERMANENTE®

As we bring in the New Year, we also usher in a time of change as Obamacare takes full effect on January 1st. There are some positive changes that Obamacare will bring to Americans, but, its regulations have caused challenges for our company and some employees. As has been communicated by Betty, Houweling's healthcare provider as of January 1, 2014 is switching to Kaiser Permanente. This switch was necessary to ensure we meet the requirements of Obamacare. The switch has been made very quickly and in the instance of most crop workers, coverage for the individual has increased, while in other cases, like that for management, coverage has been negatively affected.

Although many of you are happy with the new Kaiser plan options, some of you have expressed concerns as current family health and personal health are not taken into account during healthcare reforms. We are happy to be a resource for maintaining quality care throughout the change of insurance carriers and I encourage you to contact Rishi or Betty for your healthcare questions.

Finally, I would like to thank Betty, Ben and Rishi for the incredible work and research they have done in helping us navigate through this difficult time. They were tremendous at viewing this complex change from the perspective of all employees and came to a recommendation that reflects what is best for the majority.

Thanks and Happy Holidays,

Chris Brocklesby



"As a family-owned business we're proud of our team. Congratulations and thank you to all team members celebrating an anniversary this month!"

▪ Jason Kenney	<i>Maintenance Manager</i>	Delta, BC	5 years
▪ Roland Kopp	<i>Carpenter</i>	Delta, BC	3 years
▪ Chris Brocklesby	<i>CFO</i>	Delta, BC	2 years
▪ Agustin Nieto	<i>Welder</i>	Camarillo, CA	9 years
▪ Samuel Ortega	<i>Ph1 Grower Assistant</i>	Camarillo, CA	8 years
▪ Jesus Gonzalez	<i>Maintenance Manager</i>	Camarillo, CA	8 years
▪ Edgar Gonzalez	<i>Ph1 Grower</i>	Camarillo, CA	8 years
▪ David Lopez	<i>Ph2 Grower Assistant</i>	Camarillo, CA	5 years
▪ Maria Rosales	<i>Quality Control</i>	Camarillo, CA	5 years
▪ Jose Gutierrez	<i>Maintenance Technician</i>	Camarillo, CA	5 years
▪ Luiggi Ibarra	<i>Ph4 Grower Assistant 2</i>	Camarillo, CA	7 years



In the Glasshouse: Pollination in Greenhouse Tomatoes

Proper pollination is needed for optimal fruit set and production. In the past, greenhouse tomato growers have relied on manual pollination, which can be very time consuming. Using bumble bees for pollination is an effective alternative and can completely replace manual pollination. In addition to being a natural way to pollinate, bumble bee pollination has many advantages.

The advantages include:

- Active at low temperatures (41°F), and windy and cloudy conditions.
- Effective in greenhouses, high tunnels and in open air.
- Higher yields and large, high quality fruit in crops such as tomatoes, peppers and blueberries.

According to Richard Gerhart, greenhouse bumble bee pollination started when Dr. Roland de Jog, of Belgium, had a hobby of raising bumble bees. To enhance his colonies, he placed them in a friend's tomato greenhouse, and the rest is history.

Tomato Pollination - Tomato blossoms require slight movement for sufficient pollen from the stamens to fall onto the stigma of the flower. Bumble bees cause movement by hanging upside down on the flower, fastening their jaws onto the staminal tube, and then setting the flower into vibration by activating their flight muscles. This is called "buzz pollination." These jaw marks will soon appear as a brown discoloration on the blossom assuring the grower that flower has been visited and "set." Bumble bees are most active in the morning and in the afternoon at temperatures between 50 and 86°F. They function best at temperatures between 59 and 77°F.



- Dana Sfetcu

Linton's Tech Talk:



Recently, we had a holiday event for all our employees with a special lunch and prizes being raffled off. After the lunch, the raffle began and everyone was having fun as they willed the MC to call their number and cheered for the lucky winners. But in all the excitement, I was lucky enough to witness a simple act of kindness.

After what seemed like some time, the MC called a person's number at our table. Instead of racing up to claim their prize, the lucky winner discretely give the ticket to a person they didn't know who was sitting behind them. Shocked and grateful, the new winner went up to claim their prize.

We all commented on this act of kindness and how it was in the spirit of the season but that was not the end of the story. The grateful winner, at the table behind us, passed their unlucky ticket over to the generous person. Yet, as luck would have it, the unlucky ticket was called by the MC a couple of rounds later.

It did not take long for this act of kindness to be rewarded and it is great to see the compassion shared by all of our employees. Tis the season and Happy Holidays!

- Linton Clarke



I never do this for any product but with yours I have to.... I needed to tell you how very much my family and I have enjoyed your tomatoes all winter long. Not only do we have the treat of tomatoes that taste just as good as the ones I grow in summer but they have been easy to find @ Buy low foods they have been reasonably priced. Excellent product and so very fresh thank you very much.

Cindy, Canada BC



What's in Store?

The beginning of the year presents a time for reflection, especially on all the things to be thankful for. It's also an opportunity to look to the future, and find room for improvement, personally and professionally.

In the case of sales, we would like to continue to service customers with quality product, information and delivery. Always striving to place our product with clients that share the same core beliefs we do, and ever expanding into new

markets or new shelf spaces with existing customers. More opportunities will present themselves over the next year as we continue to increase our packaging offerings, as well as specific varieties that show promise.

Both Retail, and Food Service outlets are expanding with use of our product and the future is bright but competitive. It will be an excellent year to make lofty goals.

- Bill Wilber

Marketing Magic: 2013 Camarillo Tours

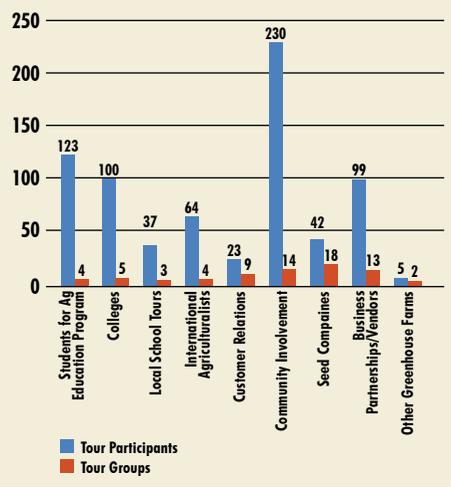
Being a part of the vibrant Southern California Agriculture community is important to us. While growing in a greenhouse isn't foreign to most people in the community, they've never seen what a world class sustainable greenhouse tomato farm really looks like. We couldn't showcase our facility without our people and want to express our most sincere thanks.

As you can see by the 2013 numbers (72 tour groups & over 700 visitors) we've been busy. While tours can at times be a distraction from our daily activities, we appreciate everyone working

around us as we share with our customers, community members and other fascinated guests. Not a tour goes by that I don't hear feedback from impressed visitors wowed at the speed, dedication and care that our team execute in their work.

Finally, the Marketing Team would like to send our sincerest "THANK YOU" to everyone at Houweling's for helping to prepare the facility for our visitors and representing the Houweling's Brand so well! Great job, everyone!

- Kyle Stephenson



Site Cleanup and Organization

We have been under construction at Houweling's basically since day one in 1996. We have accumulated a lot of items along the way and have now started focusing on the clean-up and organization of the site. It is amazing how much material we have accumulated throughout the years and now we are working diligently with Harrison and Magdaleno trucking to ensure we recycle everything we can't reuse.

Our goal is to complete the clean-up project by early next year. We will need help from all departments to maintain a clean and organized facility. Thank you in advance for all of the help and we look forward to a clean and organized New Year!

- Ben Vasquez

BEN'S BUZZ

