

## CASEY'S CORNER



As most of you know, I'm not your average CEO. I'm a hands on grower/operator with greenhouse farms in both Camarillo, CA and Delta, BC and my passion for growing tomatoes has me travelling back and forth every week.

Over the years since we expanded to California, I've travelled almost every week from YVR to LAX and back on Alaska Airlines. The staff is great and with over a million miles flown I'm treated incredibly well. With 6 hours a week spent in the air, Alaska's inflight WiFi is a saviour, allowing me to catch up on the hundreds of emails I get every day.

At times I like to have some fun with the Alaska staff. Many have seen me hundreds of times and others only know that I'm a 75K frequent flyer. The other day on my flight home I was on one of the two planes in the Alaska fleet that isn't WiFi equipped. Unable to work on my emails I decided I'd have some fun with Ormand who I hadn't met before. I let Ormand know that my boss was going to be very upset, as I wouldn't be able to finish an important report without WiFi. At my request, Ormand wrote me a note, pictured left, to show "my boss."



Thanks for being a good sport, Ormand. You certainly showed Alaska's commitment to customer service.

*Crisp Handling*

## Seeds of Tomorrow Project: Week Two of the Greenhouse Build



As May 2013 came to a close, our "Seeds of Tomorrow" project began its seven week process to construct a seedling greenhouse for the community of Tactic, and as many of you may know Monica and I were lucky enough to help with the first build team.

Every morning we were greeted by 15 enthusiastic Guatemalans with daily prayers, songs and some laughs from the Dutch team. Yet, when it came to building; it was all business. I could not believe the dedication from "Captain Eef," the lead Kubo employee, from day one of the project. Eef along with the rest of his crew, worked through communication barriers to organize and safely construct the greenhouse. Many times you would hear the familiar sound of "Whoa Whoa Whoa" pitched across the construction site as Eef pointed out an item, a safety concern or something that needed the attention of everyone. The entire team was relentless in their effort to build, even to the point, that rain, thunder, lightning and the urging of Les, founder of Impact Ministries were the only pressures strong enough to get us off the hill.

After the first week, the construction team was well on its way to having the foundation completed; concrete was mixed, shoveled and laid by hand. Every Guatemalan eagerly shoveled rock into the mixer, raced to get the next load or quickly dropped loads of concrete at the request of Rob. (The Dutch concrete man!) I was amazed to see the constant smiles on everyone's face as we worked under the hot humid conditions at great speeds.



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# What's in Store?



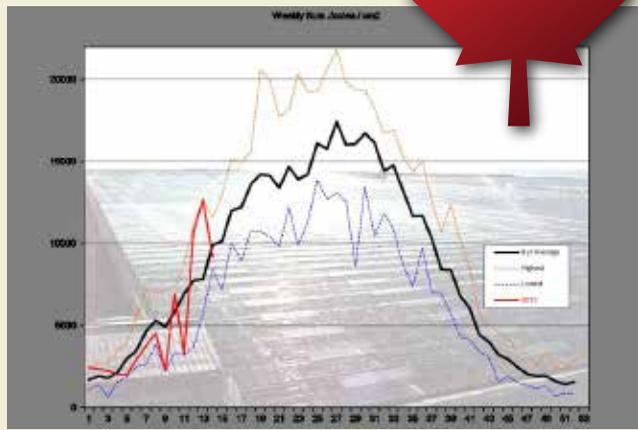
It is my pleasure to welcome Parker Zak back (Previously interned with Linton) to Houweling's as the newest member of the Houweling's Sales Team. He will be taking on many of the sales duties that will be left behind in the wake of Monica heading off to Pepperdine University.

Parker grew up in nearby Woodland Hills where he spent his time volunteering in the community and going on outdoor adventures on his trail to Eagle rank with Troop 22 of the Boy Scouts of America. There he gained a love of nature, especially in rustic cooking and in creating fun new vegetarian dishes.

When not out in the backcountry he enjoys playing video and tabletop games with his family & friends, and has even designed some in his spare time. He is a recent graduate of Channel Island State University with a Bachelor in Managerial Economics with Program Honors and a Bachelor in Business Administration.

With Parker's background in business, I am certain he will be an asset to not only the sales team but to the business as a whole. Welcome back Parker!

- Bill Wilber



# From the "Eh" Team: For Everything There is a Season

Despite our best efforts to control the environment inside the greenhouses the natural seasons still have the biggest influences on our production cycles. On average every place on earth has the same annual daylight hours but the position in latitude will determine how many of those hours are distributed in the winter and how many are in the summer.

This is quite evident at our Delta facility located on the 49th parallel. Not only does the length of daylight hours change dramatically from winter to summer, the angle of sun also changes - increasing the intensity of sunlight in the summer. This difference is quite noticeable when measured in terms of energy. In July of last year we had more energy from the sun in 2 days then we had during the entire month of December.

Even with the assistance of supplemental lighting, it takes us 50% longer to grow a cucumber seedling in December than it does in July. With careful planning we adjust our seeding dates every month for optimal plant development. That's the quest to carefully harmonize the art and science of greenhouse farming.

- Ruben Houweling

Houweling's:

The BEST Tomatoes out there! These are the only brand we buy at Costco. These tomatoes stay fresh and firm for weeks compared to other tomatoes out there. We use these on salads and health shakes everyday. Thank you for bringing delicious tomatoes to Costco!

M. Olinda  
Reseda, CA



## Main & Vine



As I've settled in as the operations controller, I have been familiarizing myself with the business practices and staff of Houweling's. I've been pleasantly surprised by the great degree of experience within the company, along with the staff's ability to assist me in becoming accustomed to the operations at Houweling's.

The emphasis on providing fresh and quality produce to customers is quite impressive; however, with the increase focus on food quality in the industry we will be looking for additional ways to improve. Within the

next few weeks, I plan on working with the sales, operations and quality control teams to understand the practices of monitoring product quality and freshness. With the help of team members, I hope to gain some knowledge and possibly offer some input into the quality control process that exists.

I am greatly pleased with the opportunity to be at Houweling's and I look forward to working with everyone.

- Rishi Moorjani

## Dollars and Sense



As of July 1st we will have a familiar face join our team in Oxnard. I say "familiar", because Fernando Caudillo has joined Houweling's after 15 years with Oppy and has worked with many of you previously.

Fernando will be taking on the role of Sales

Controller, which is a new position at Houweling's and is a key link between the Sales and Operations groups. We're excited to add the expertise and produce knowledge base that Fernando has developed throughout his career. Without a doubt Houweling's will be more proactive and efficient with Fernando on-board; allowing our company to continue its focus on increasing proactive, strategic planning and execution.

When asked about himself, he said "I love hanging out with my wife and 4 daughters, camping and hunting when time permits." Also, Fernando is a fan of the Los Angeles Lakers.

If you haven't yet, please take the opportunity to introduce yourself and welcome Fernando to the Houweling's family.

- Chris Brocklesby

## MARKETING MAGIC

### Little Sweetoms – There's a New Snack in Town



There is a trend in the tomato category that continues to grow by leaps and bounds – SNACKING. While the major packaged food companies try and capitalize on the healthy snacking trend, moms and dads are looking to increase their kid's consumption of fresh, healthy fruits and vegetables and limit packaged/processed foods. This can be tough, as more and more families have both parents in the workforce with too few hours in the day.

The challenge at retail is to provide a healthy, convenient snack that kids love and their parents' feel good about. Sound the trumpets as Little Sweetoms – Tomato Delights meet the needs of discerning parents while delivering a sweet crunchy bite that kids love. First launched in Oxnard, Sweetoms will be available in Delta this summer and provide Houweling's a year-round snacking brand designed for kids or the kid at heart.

- David Bell

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The second week of construction marked the next step; building the greenhouse structure. This created a new challenge as the experienced Kubo build team is used to having machines to lift the pillars, and were left to rely on sweat, muscle and the collective determination of our team. At one point, the Dutch guys were stumped by how to lift the first bracing structure and while discussing various ways to lift it; the resourceful Guatemalans had already come up with the solution. After a couple of "Whoa Whoa's" from Eef, we were able to erect the first pillar and everyone quickly realized the different tasks that needed to be completed. Even with the communication barriers, everyone was on the same page and quickly erected the structure.

The progress made in such a short time was amazing as Houweling's, Kubo and Guatemalans worked very hard to fulfill the vision of creating a self-sustained agricultural program that empowers local Guatemalans. This project is truly a sign that there are great people, organizations and companies out there making a difference in the world that we live.

Monica Houweling + Kyle Stephenson

## BEN'S BUZZ



Safety is a big issue at Houweling's and we take it very seriously. We want to have as little to no accidents as humanly possible.

One way we've motivated our employees to focus on safely conducting their job duties is by rewarding them with an extended lunch and tacos! We have been doing this every 4 months for the departments that go accident free.

Congratulations to each department that went accident free! We are glad that safety is taken seriously and we look forward to continuing to be accident free over the next 4 months. Awesome job, everyone!

- Ben Vasquez

