

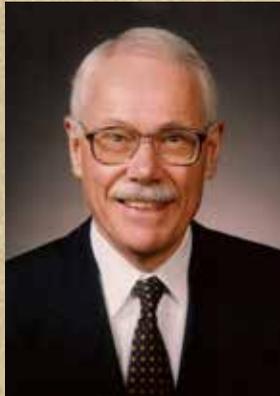
## CASEY'S CORNER



I would like to take the opportunity to thank someone who has been a very important part of this business for the last 10 years. Although many of you may not have met him during his time as a Board Advisor for Houweling's, I can say with certainty, Martin Linsley has brought incredible value to Houweling's.

Earlier this month, I received a personal letter from Martin, indicating that after 10 years, and at the age of 80, he has decided to resign from the board. While the letter was directed to me, I feel it is a reflection of all of the employees within Houweling's. With that said, here is an excerpt from his letter:

"My association with you and your companies has been one of the high points of my life during the last 10 years. I have always been impressed with your management of your companies and your ability to introduce and incorporate new technology thereby achieving outstanding increases in production. I wish you continued success in your management of your expanding enterprise and happiness in your personal life and other endeavors."



Martin, on behalf of myself, Linda, our girls, the other board members and the entire company, Thank you for your dedicated service and guidance as a member of the board. You will be missed.

## Camarillo Springs Fire



This past May, Ventura County experienced a fast moving fire that made international news. The fire burnt 28,000 acres of mountain range, threatened homes, schools and burnt very close to our facility in Camarillo, CA.

We were extremely fortunate with the fire less than a mile away; we did not experience any major threat thanks to the surrounding agricultural lands, the wind direction and the hard work of the local firefighters. It was still scary to look out our boardroom and see the local hill sides up in flames and the speed at which it was moving.

Having a front seat view, we witnessed the incredible work of the Ventura County Fire Department. As a company, we want to express our heartfelt thanks to all of the firefighters, volunteer firefighters and EMS workers from the surrounding communities for their amazing effort, dedication, and display of professionalism in fighting the fire.



Their willingness to put themselves in harm's way to protect others was greatly appreciated and prevented homes, farms and schools from burning. We are truly fortunate to have such dedicated men and women looking out for our safety.

Understanding it is a mere token, in comparison to the efforts put forth by the local fire department, we dropped off some tomatoes for the crew to enjoy!

From the nearly 500 Houweling's Tomatoes team members, we thank you Ventura County Fire Department!



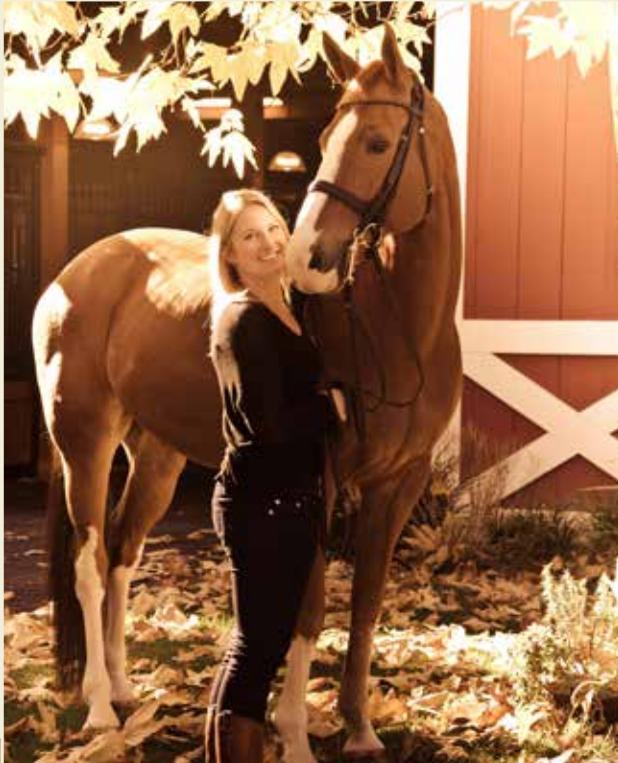
# From the "Eh" Team

Multi-tier technology can be represented as a collection of concentric circles with each ring providing added functionality over the layer below it. At the heart of these rings you'll find the database server.

At Delta, our previous database server serviced the organization's needs for about 4-5 years. At the time of deployment, it was cutting edge featuring redundant power supplies, 4 GB of memory and 4 CPU's. The biggest consumer of this technology is our accounting system Microsoft Dynamics AX. Partway through this journey, we adopted more sophisticated inventory tracking capabilities which gave us the ability to track inventory at the pallet/cart level. Along with this, our data and processing requirements also increased and near the end, this server began to show its age.

This year we replaced our aging database server and migrated our critical business applications to the new machine. As with its predecessor, this server aims to please, showcasing 16 CPU's, solid state technology, greater memory capacity and increased processing power. These applications in turn complement our business processes and practices to which we ultimately use to achieve competitive advantage.

- Victor Wong



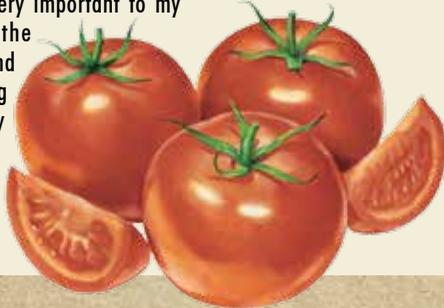
# What's in Store

I'd like to take this opportunity to thank the sales team (and each department I interacted with) for helping me grow over the past year. You've truly picked me up under your wing and opened my eyes to the down and dirty of the produce industry. I thank you for helping me along as I learned something new each step of the way.

Yet, in just a short couple months I will be adjusting my schedule. I will not be saying goodbye to Houweling's but rather temporarily moving desks over to Pepperdine University. You will still see my face, here and there, but my main focus over the next 4 years will be chipping away at a business degree. But after that, I will be back!

So with that, I'd like to thank each and every one of you for the support. You all have been very important to my development in the produce industry and I will miss working with you all on a daily basis!

- Monica Houweling



## In the Glass House



The use of supplemental grow lights (artificial lights) is another tool growers have to increase the productivity of crops in commercial horticulture. The main purpose is to “control” the day length, which allows us more control over the photosynthesis process, flowering and growth speed.



In basic terms, photosynthesis is the result of the interaction between water + carbon dioxide + light + catalytic action of chlorophyll. It is how plants obtain the “food” they need to grow and produce. So, the more light, the more growth and production we have, right?

Not exactly, every plant has a specific photoperiod, or period of uninterrupted darkness a plant must have to trigger the flowering response. Over exposure to light can cause leaf injuries and growth reductions in some species of plants. For example, exposing Cucumber plant. to photoperiods over 20hr results in a downward bending of leaves and other plant parts from excessive growth. This doesn't make for happy plants and reduces the fruit production.

The right combination of the type of lights, light duration and crop can lead to successful yields and healthy crops during low light seasons like winter.

- Roberto

## Marketing Magic

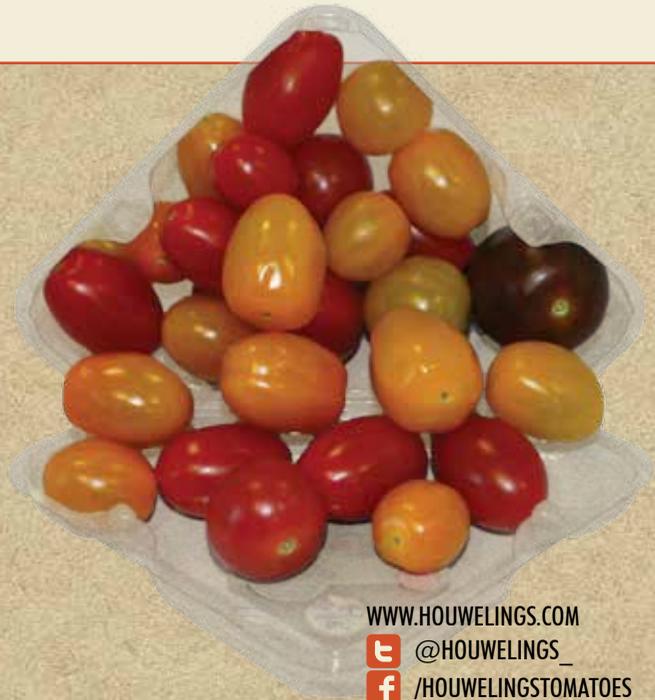
I would like to focus this month on the magic of teamwork, as it is our best tool against the tick- tock of the clock. Time is a very valuable asset for any company and no matter how hard we try; there will never be more than 24 hours in a day. With the limits on time, no single individual can make a company great. It takes a team, and more specifically teamwork.

In Delta, we've had success with our Diamond Pint Clamshell for both Sweet Grapes and the Signature Medley. While this is great news, we quickly realized packaging inventory was depleting faster than anticipated. To ensure our customers wouldn't miss out due to a packaging shortage, the team jumped into action.

Thanks to Oscar, German, Liz, Monica, John, Craig and anyone I missed, who helped to make it happen. Sometimes what seems like a simple task on the surface has many moving parts that can spill over and affect a number of people's jobs. We thank you for meeting this challenge head-on, working together, and maintaining your other job duties.

And while they may not know it ... the people enjoying our Sweet Grapes and Signature Medleys say thank you too!

- David Bell



WWW.HOUWELINGS.COM

 @HOUWELINGS\_

 /HOUWELINGSTOMATOES

## Dollars & Sense

It is my pleasure to welcome Rishi Moorjani to the Houweling's finance team as Operations Controller in Camarillo.

Rishi grew up in Vancouver BC where he spent his time pursuing his interests of fitness, meditation, investing and reading. Graduating in 2008 with a Bachelor's of Business Administration from Simon Fraser University, he worked diligently towards obtaining his Chartered Accountancy designation.



With Rishi's background in business and accounting, I am certain he will be an asset to not only the finance team, but to the business as a whole. Welcome Rishi.

- Chris Brocklesby



Houweling's:

I wanted to applaud and thank you for producing a great, American, product. I was in the grocery store (Stater Bros.) and the only USA grown tomato were yours! The others were Mexican, and although Mexico is not that far away from me, I try to buy American whenever possible - especially produce. I want to keep American farms alive. While I recognize operations have evolved beyond the old mom and pop shop, I appreciate that you are trying to minimize your environmental footprint and I will continue to encourage my store to carry more of your products.

Recognizing the irony in my next statement...I'm off to make fresh salsa now!

Thank you for a fine, delicious product!

M. Brown  
Twentynine Palms, CA

## Casey's Recipe Corner Crostini with Roasted Strawberry Tomatoes and Ricotta

Crostini are the perfect go-to appetizer. You can prepare all of the ingredients beforehand and assemble right before the guests arrive. Rich roasted strawberry tomatoes tossed in balsamic vinegar are perfectly sweet against creamy ricotta.

Yields: 12 crostini

12 slices of baguette  
12 Houwelings Strawberry Tomatoes on the Vine  
2 teaspoons balsamic vinegar  
6 tablespoons ricotta  
2-3 basil fresh basil leaves  
salt and pepper to taste  
olive oil



Preheat the oven to 400°F. Toss the strawberry tomatoes with 2 teaspoons of olive oil and season with salt and pepper. Place in an oven proof dish and roast for 15-20 minutes or until the tomatoes just begin to burst. Remove from the oven, stir with the balsamic vinegar and set aside while preparing the remaining ingredients.

Brush both sides of the baguette with olive oil and place on a tray. Bake the crostini until golden, about 10-12 minutes.

Chiffonade the basil: Stack and roll up the leaves, then slice thinly.

Assemble the crostini: Spread half a tablespoon of ricotta on each toast, top with a tomato, sprinkle with basil and finish with a sprinkle of salt and freshly ground pepper. Enjoy immediately.

