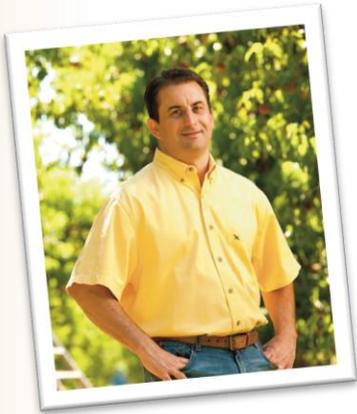




Meet California Peach Grower Michael Reimer

Reimer Farms, Inc., Reedley, California



Grower:
Michael Reimer

Industry:
Peaches
Reedley, California



"Most of California's farms are family-owned and they care about the products they produce and the people who buy them. When you buy California Grown you support our communities. We are all in this together!"

- Mike Reimer

There's nothing sweeter than enjoying a fresh peach picked straight from the tree. It's that experience that third generation grower Michael Reimer strives to deliver with every piece of fruit he grows. Thankfully, Michael has a lot of experience to pull from having been involved in the family farm since childhood. Today, Michael and his brother Bob Reimer own a 400-acre operation growing peaches, nectarines, plums and grapes in what Michael calls a "national treasure" – the San Joaquin Valley.

Michael credits the San Joaquin Valley's long, hot and dry summer days and natural irrigation system that delivers mountain water to the land for helping supply abundant, high-quality and flavorful food to the world. It is a resource that Michael goes to great lengths to protect. Twenty years ago he started using micro-sprinklers in his fields to provide only the water the tree required, increasing water efficiency. Also, on Michael's farm, older trees that no longer produce are removed by grinding the trees and hauling the chips off for cogeneration use instead of burning them. Last but not least, Michael uses composted green waste for the farms fertilizer needs, lessening the operation's dependence on petroleum-based fertilizers.

When it comes to his own produce shopping habits, Michael asks himself, "Where do I want the produce I eat grown? Do I want local grown regardless of the inputs necessary, or do I want it grown in an environment that requires the least inputs to produce the largest and best crops?" Michael notes, "In California, you can have them both!"

