



Meet California Plum Grower Jeff Boldt

Jeff Boldt Farms, Inc., Kingsburg, California



Grower:
Jeff Boldt

Industry:
Plums
Kingsburg, California



"We are family farmers who care about the land, and water. We know and practice sustainable agriculture, because we want to pass it on to our coming generations."

-Jeff Boldt

Jeff has been in the tree fruit industry since he was 14 years old. He has worked in packinghouses, cold storage and on his own family farm. Jeff is a third generation farmer and his wife and her family have owned the land since 1907. Four generations have helped till the soil and responsibly farm only the highest quality peaches, plums and nectarines.

Jeff's operation is totally family run; he works in the orchard, his wife manages the books, and his two daughters, Taylor and Tami, work in the packinghouse. Jeff's farm employs 80 people in the peak season, some of whom have worked at Boldt Farms for over 25 years.

Through hard times and crop loss, Jeff has learned a lot about growing fruit and managing the land to produce only the best produce possible. He and his employees have endured some of the hardest times in the fruit industry, yet are still going strong.

During his first year, Jeff's fruit crop was decimated by a hailstorm. He says that experience changed his outlook on life forever. What makes it all worthwhile for Jeff is seeing his fruit packed in boxes on their way to be enjoyed by consumers, and walking into the packinghouse as his senses fill with the sweet aroma of the fruit of his labor.

To Jeff, there are many benefits to buying California Grown fruit. He says, "California grows the sweetest, largest tree fruit in the country." He also attests to the safety regulations. "California produces the safest produce in the world. We are the most carefully regulated agricultural region in the world, making our products simply the best."

To learn more about California's plum industry, visit www.eatcaliforniafruit.com.

