



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*



GRIMMWAY ENTERPRISES, INC.



Jeff Huckaby, President Grimmway Farms





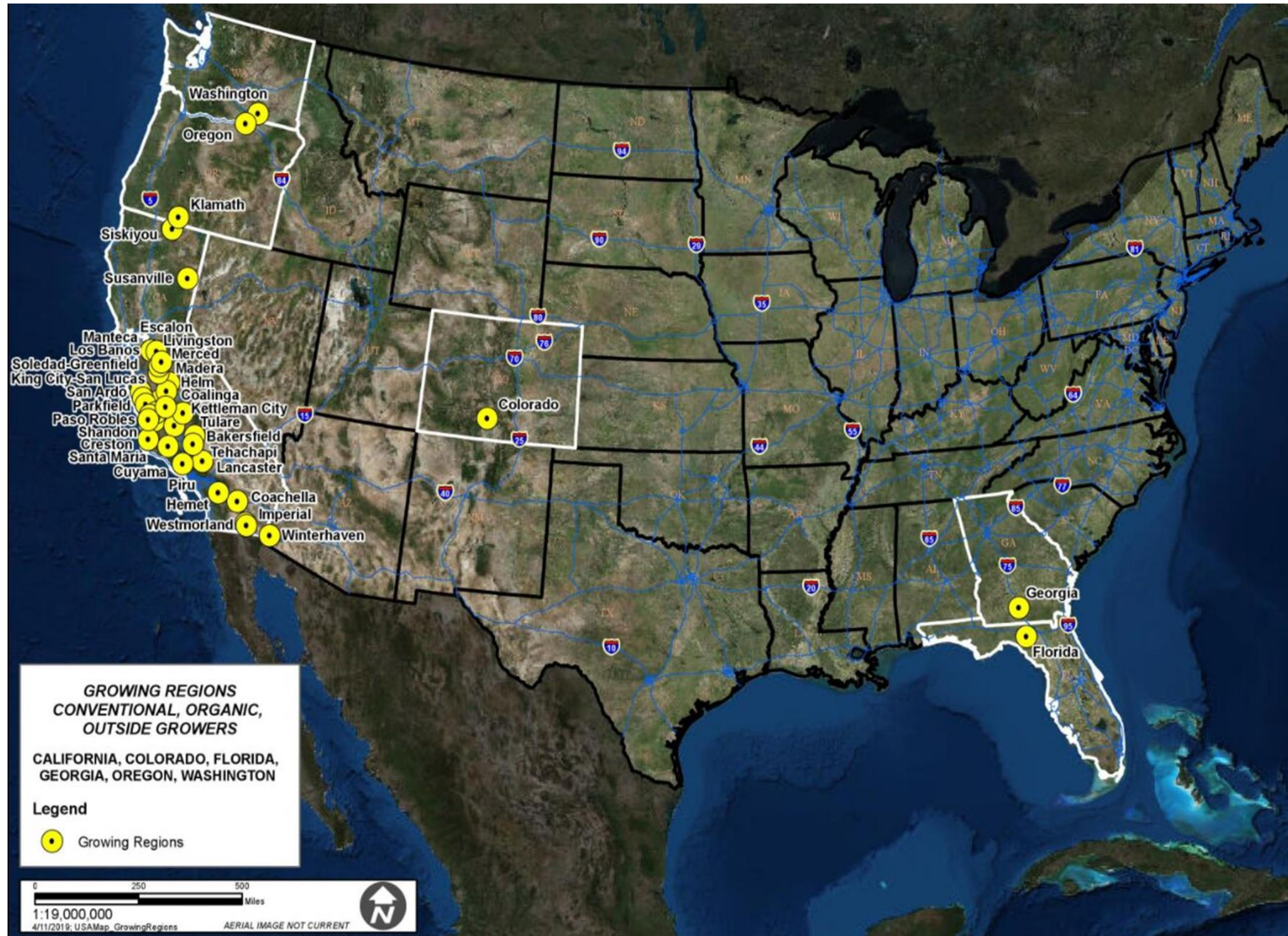
Rod and Bob Grimm started Grimmway Farms in 1969 after opening a roadside stand selling corn in the early 60's and using carrots to rotate with.

The brothers passed away in 1998 and 2006 but the families still own the company today.

In 2019, we celebrated our 50th anniversary as a family-owned business.



GROWING REGIONS



RETAIL FOOTPRINT



WHOLE CARROTS (CELLOS)



BABY CARROTS (CUT AND PEELED)



VARIETY OF CARROT TYPES



Baby Carrots



Bias Cut Carrots



Carrot Chips



Carrot Cut Coins



Diced Carrots



Crinkle Cut Coins



Chunk - Peeled



Chunk - Unpeeled



Carrot Sticks



Julienne - 2 inch



Julienne - 4 inch



Matchstick Shred



Shredded Carrots



ColorShred Carrots



Carroteenies



Carrot Dippers

WHY FARM ORGANICALLY?







48,509 CERTIFIED ORGANIC ACRES

FIELD MAPS

CARROT SAMPLE LOCATION

Week of 02/03/20

ORGANIC

Fresh

Bakersfield

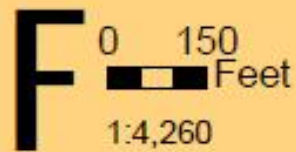
Grimmway Organic

Kratzmeyer 18

CL128

LEGEND

- 3 Sample Location
- * Previous Sample Location
- (Stand Count Location
- Planted Acres (Site Lot)
- Affected Area
- Block Boundary



Carrot Sample
Prepared: 2/6/2020.
Index 200



COVER CROP



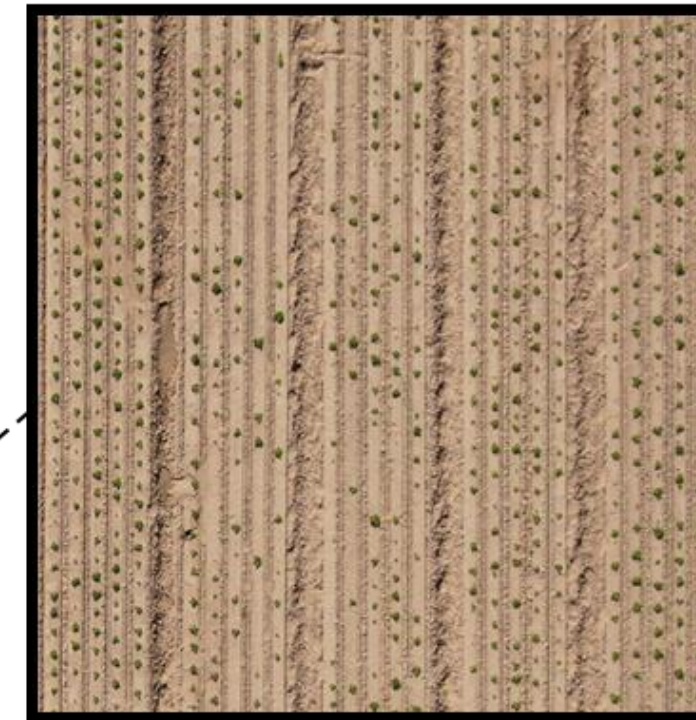
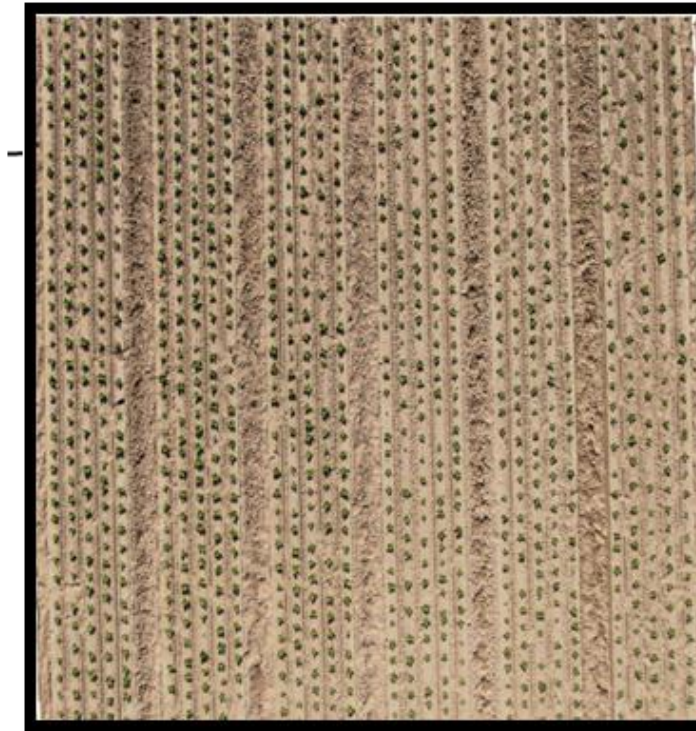
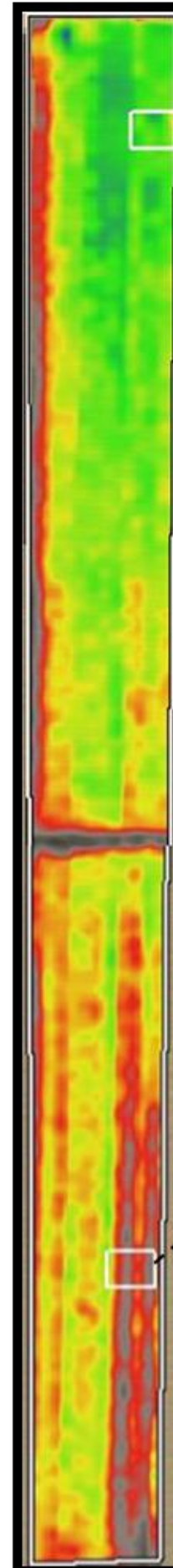
COMPOST SPREADER



PLANTING



DRONE IMAGERY

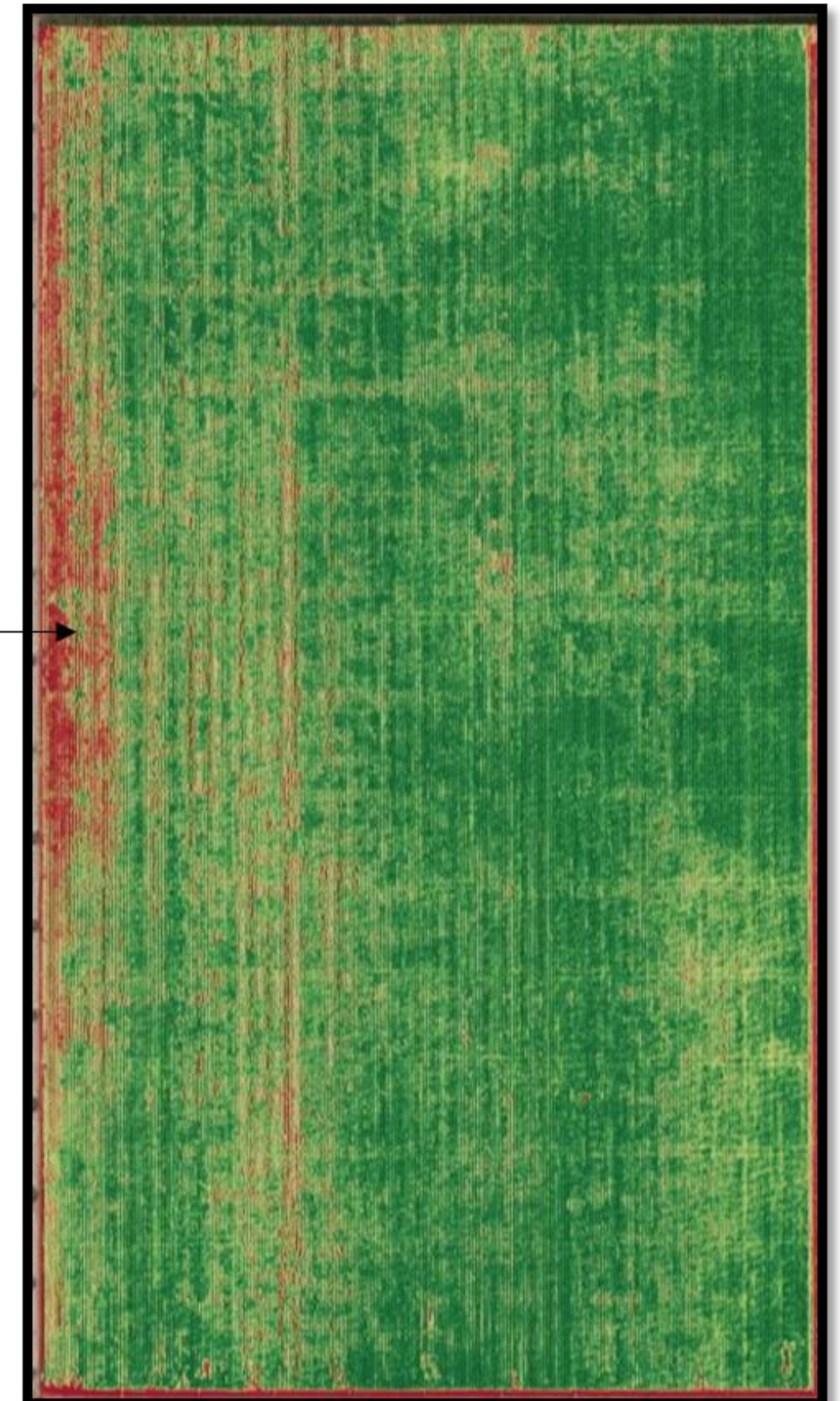


DRONE IMAGERY

Carrots - Color Image

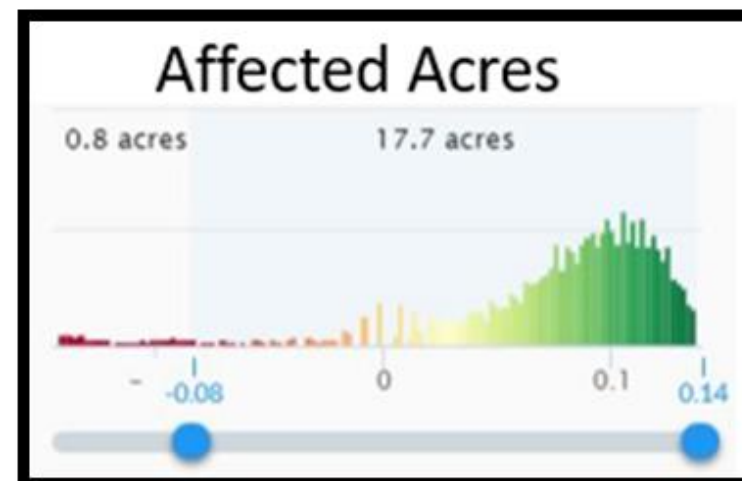


Carrots – Stress/Health Analysis



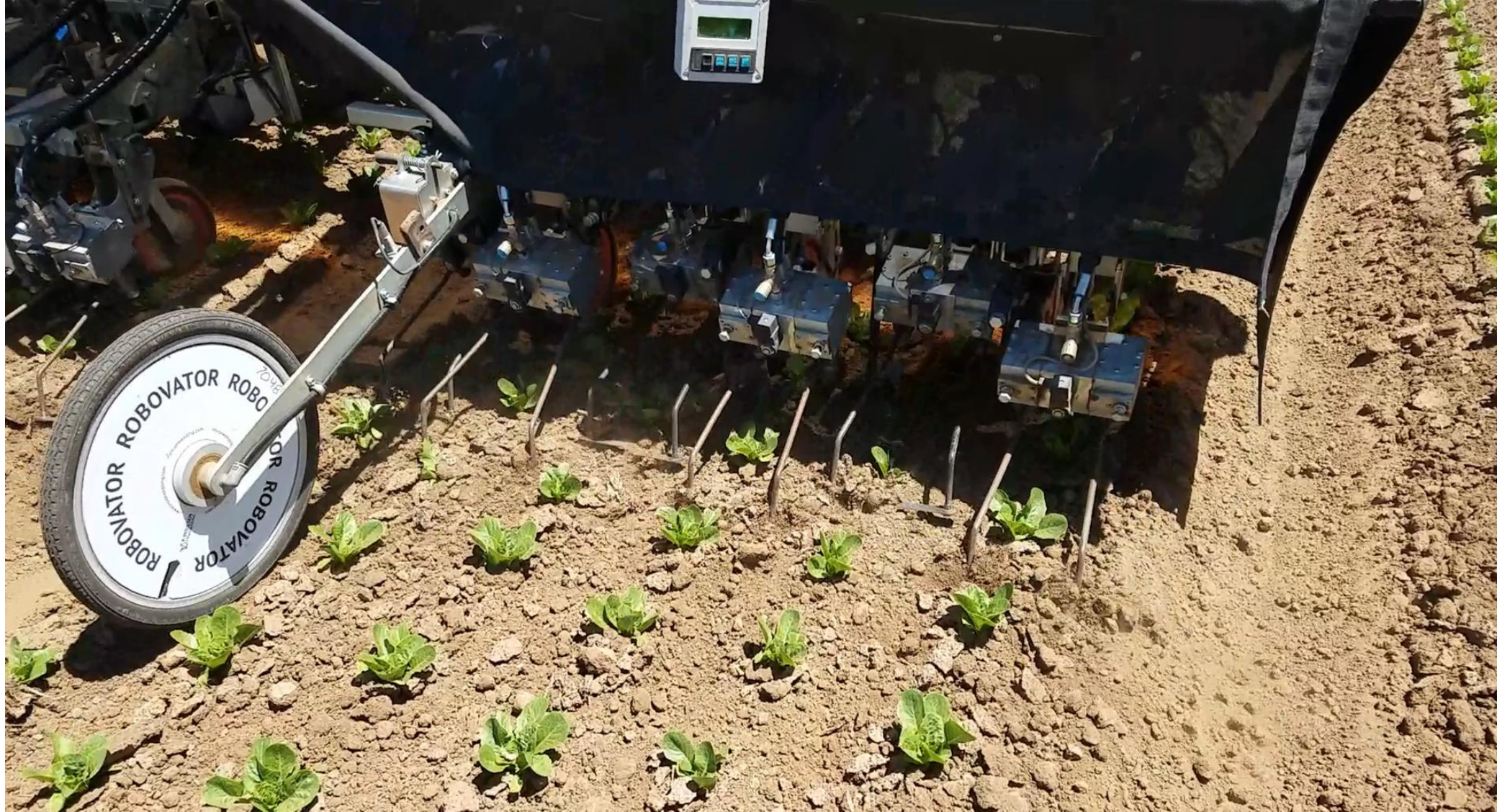
Area of Stress

Area of Stress



WEED REMOVAL





WEEDING



IRRIGATION

“PREVIOUSLY PRACTICED”





IRRIGATION

PRESENT DAY





IRRIGATION

DRIP TAPE



CROP HEALTH

BENEFICIAL INSECTS



CROP HEALTH

ALYSSUM

FOLIAR DISEASES





CARROTS

ROOT DISEASES

ORGANIC ROTATIONAL CROPS —



LETTUCE HARVEST



CARROT HARVESTER



RADISH HARVESTER



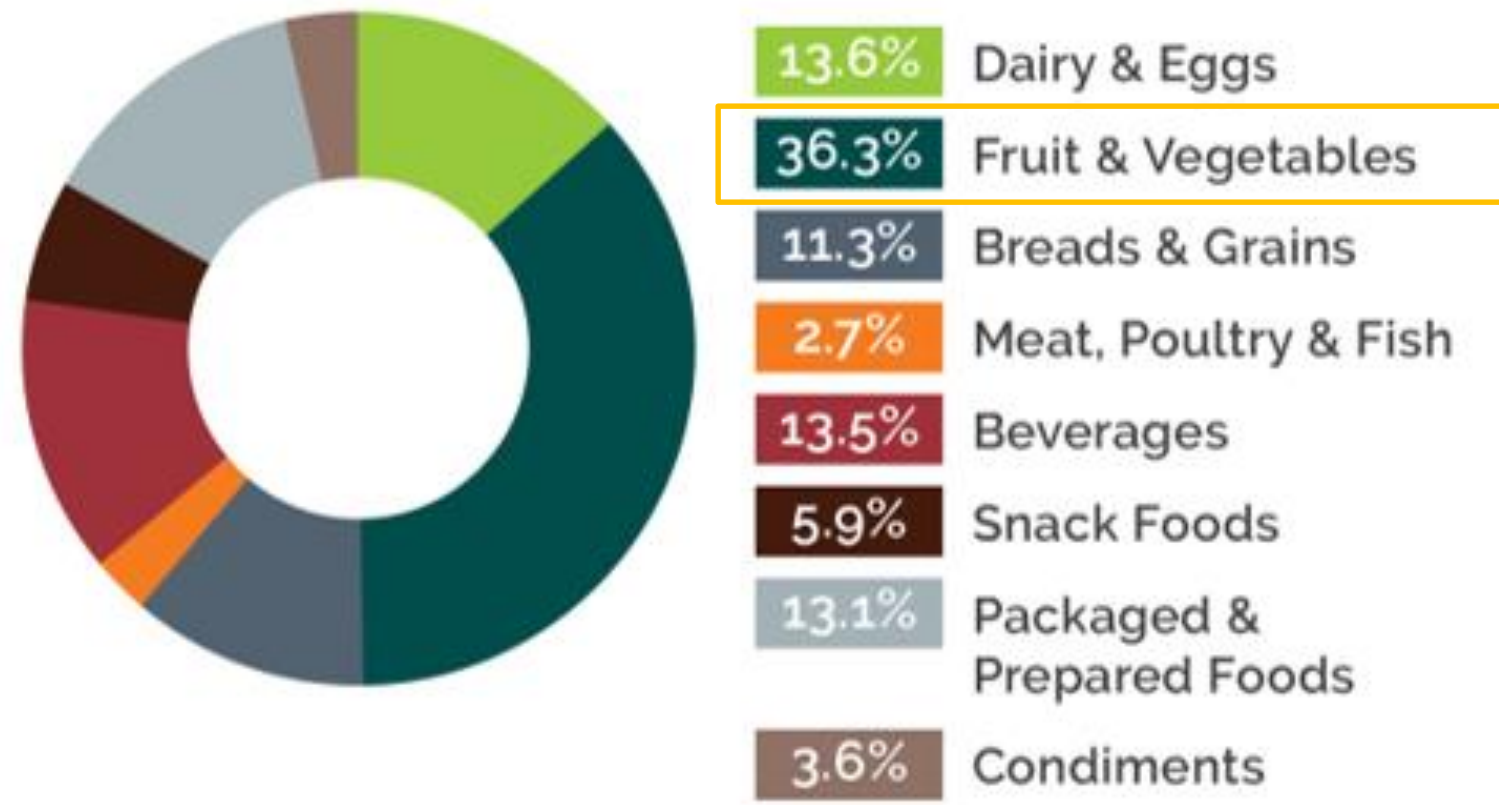


CHALLENGES

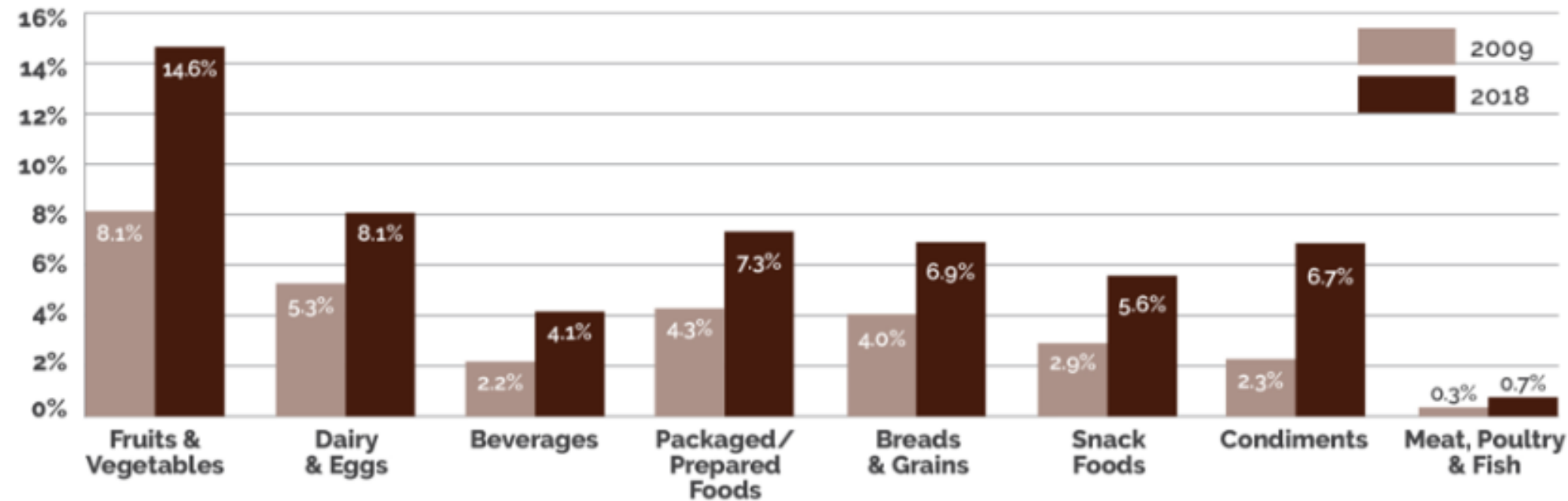
LABOR REDUCTIONS



U.S. Organic Food Sales by Product in 2018



SOURCE: ORGANIC TRADE ASSOCIATION'S 2019 ORGANIC INDUSTRY SURVEY CONDUCTED 1/25/2019-3/26/2019 (CONSUMER SALES).



SOURCE: ORGANIC TRADE ASSOCIATION'S 2019 ORGANIC INDUSTRY SURVEY CONDUCTED 1/25/2019-3/26/2019 (CONSUMER SALES).

OTA

GROWTH CHART

OTA

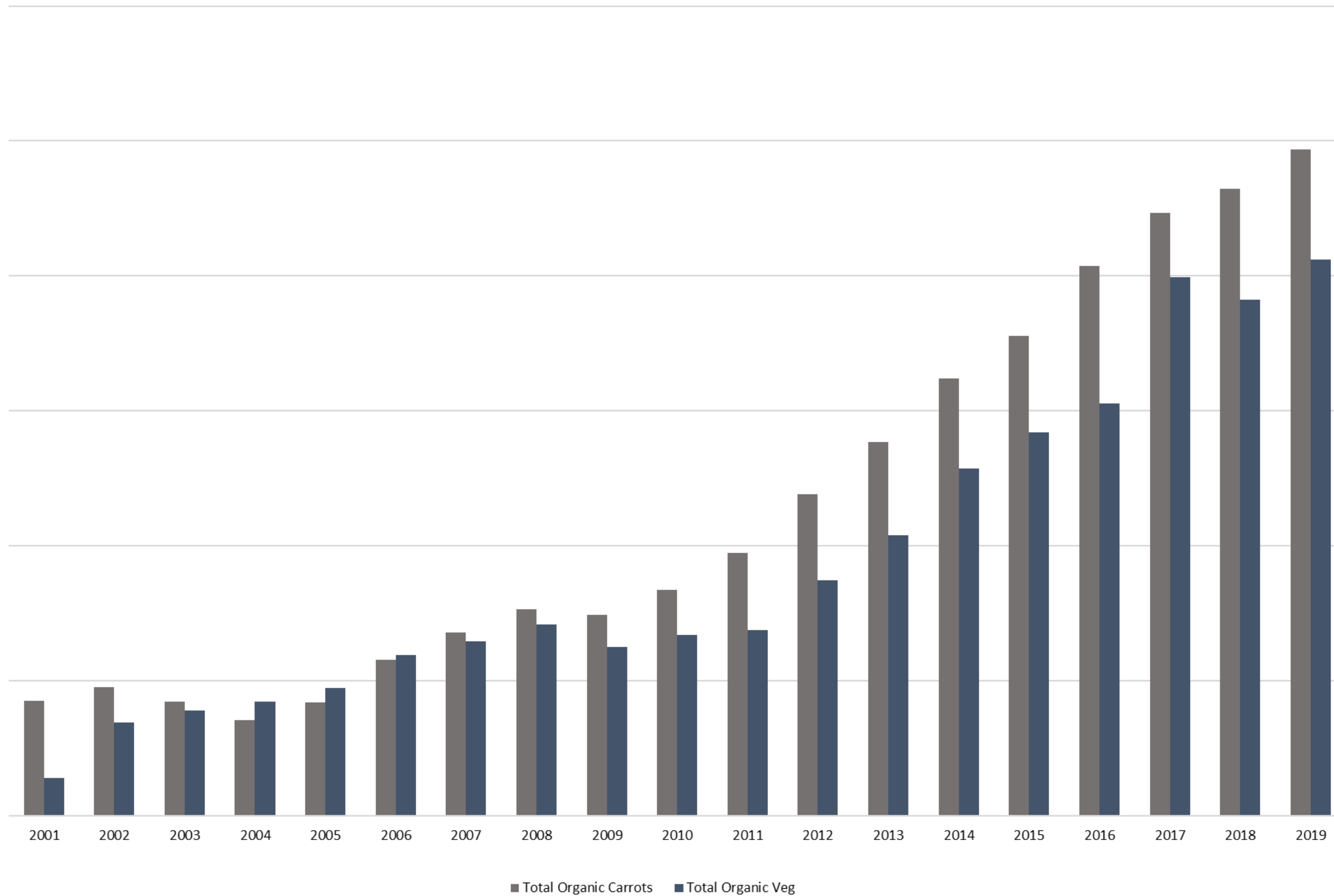
GROWTH CHART

FIGURE 3.1 U.S. Organic Fruits & Vegetables vs. Total Organic Food Sales, Growth & Penetration, 2009–2018

SUBCATEGORY	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Organic Fruits & Vegetables	7,165	8,008	8,949	10,107	11,629	13,058	14,423	15,641	16,470	17,397
Growth (%)	10.8%	11.8%	11.8%	12.9%	15.1%	12.3%	10.5%	8.4%	5.3%	5.6%
Total Organic Food	21,266	22,961	25,148	27,965	31,378	35,099	39,006	42,507	45,209	47,862
Growth (%)	4.3%	8.0%	9.5%	11.2%	12.2%	11.9%	11.1%	9.0%	6.4%	5.9%
Fruits & Vegetables (as % Total)	33.7%	34.9%	35.6%	36.1%	37.1%	37.2%	37.0%	36.8%	36.4%	36.3%

SOURCE: ORGANIC TRADE ASSOCIATION'S 2019 ORGANIC INDUSTRY SURVEY CONDUCTED 1/25/2019–3/26/2019 (MIL. CONSUMER SALES)

TOTAL ORGANIC SALES
CARROTS AND VEGETABLES



GRIMMWAY AND CAL-ORGANIC

MULTI-COLORED BEETS



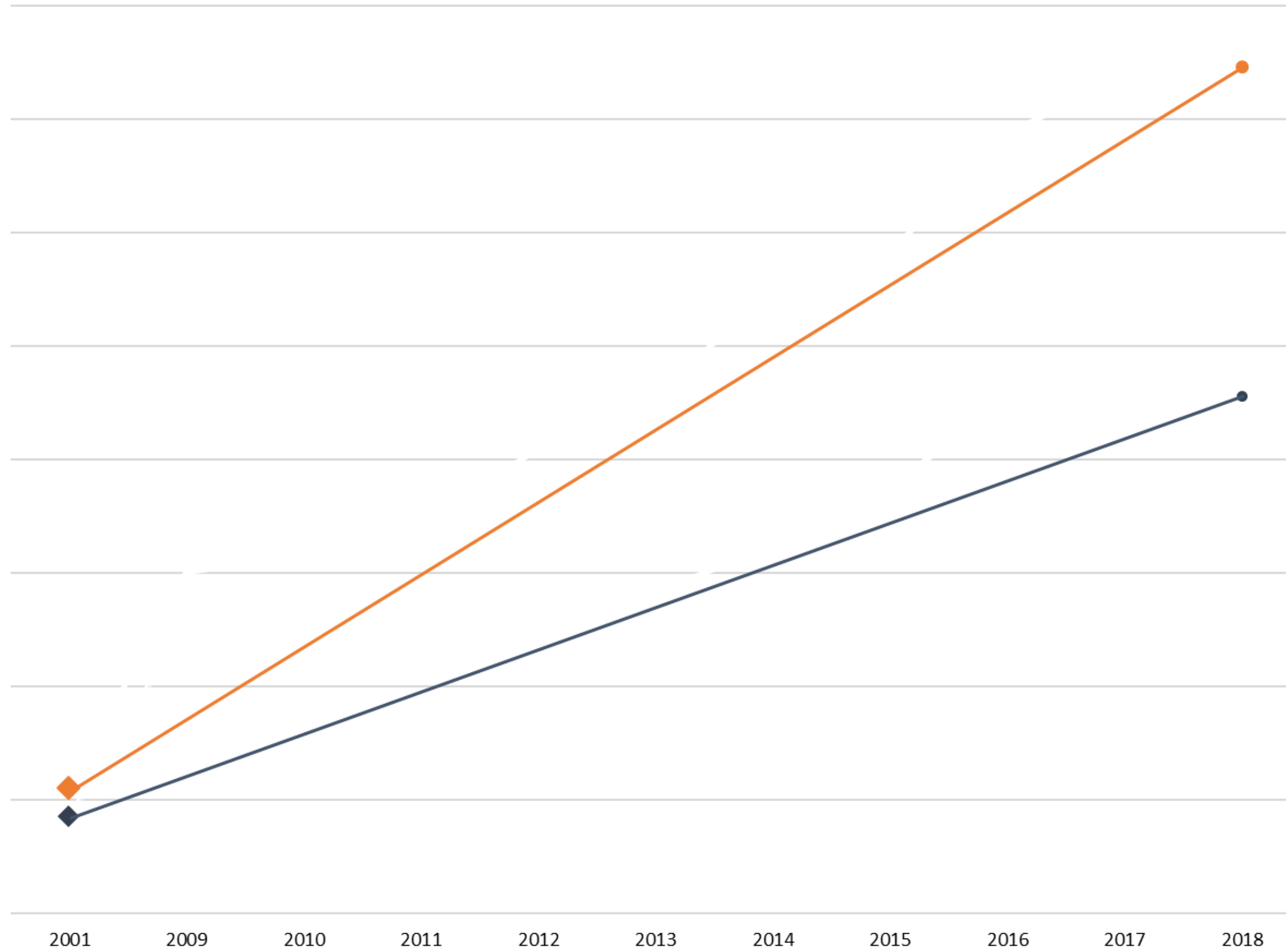
SEED DEVELOPMENT AND TRIALS



SEED DEVELOPMENT AND TRIALS



**ORGANIC BABIES
2001-2018**



ORGANIC BABY WHOLE



GRIMMWAY AT-A-GLANCE

Family-owned and headquartered in Bakersfield, California, Grimmway Farms traces its roots to a produce stand opened by the Grimm brothers in the early 1960s. Grimmway is a global leader and the world's largest producer of carrots, and also supplies more than 65 organic, USA-grown crops year-round. Grimmway is committed to caring for customers, honoring sustainable practices and preserving natural resources for future generations.

BRANDS



PRODUCTS



16 Carrot Cuts

- Whole
- Baby
- Sticks
- Shred
- Coins
- Chips
- Diced and more!



Organic Vegetables
Over 65 seasonal and year-round organic vegetables.



Foodservice

- Schools
- Restaurants and more!

Juice Concentrate

CERTIFICATIONS



USDA Good Agricultural Practices (GAP) Compliant

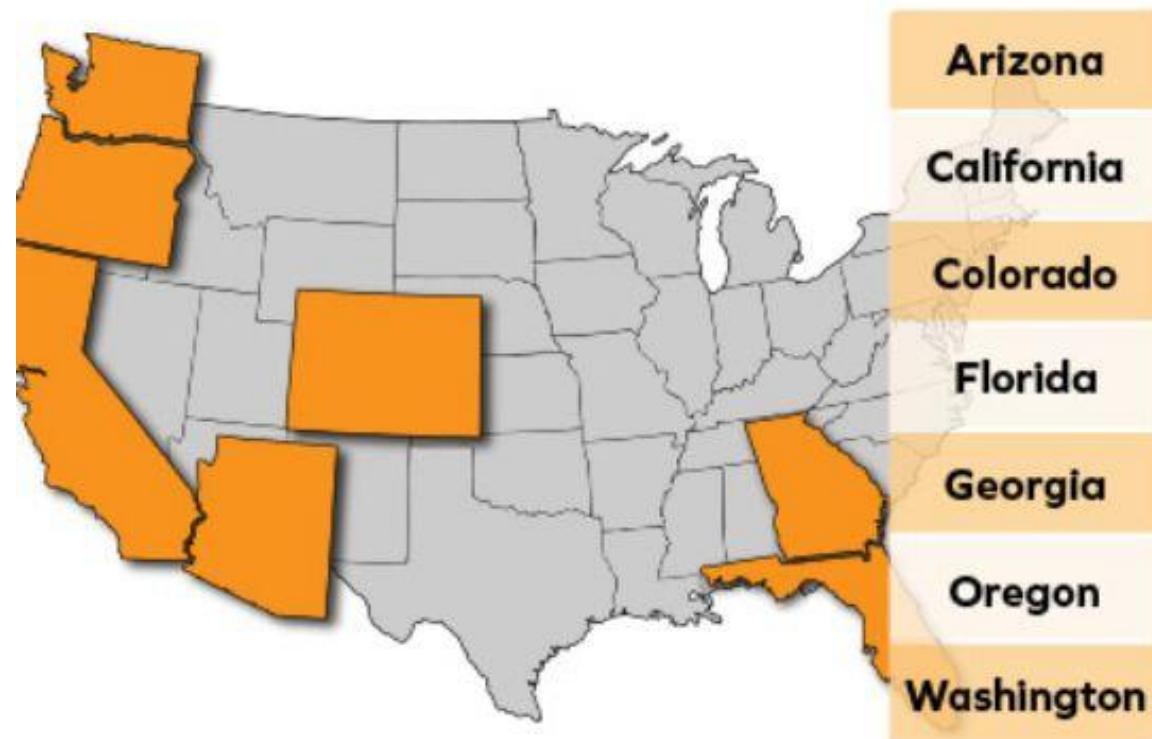


Orthodox Union
Kosher Certified



Non-GMO Project Verified

GROWING REGIONS



DISTRIBUTION



Ship to all **50** states in the USA and over **20** countries worldwide. Operate out of **18** facilities.

EMPLOYMENT



Largest private employer in Kern County.