



EARL'S
ORGANIC
PRODUCE THAT INSPIRES

SUN VALLEY FARMS

EARL'S ORGANIC EXCLUSIVE!
LOCALLY GROWN IN THE PAJARO VALLEY

Sun Valley's home ranch is nestled in the upper reaches of the Pajaro Valley along a creek that flows into the Elkhorn Slough. Rogelio Jr. works the farm along with his brother Steven who is the farm manager and crop scientist, and Rogelio Sr., their father and farming mentor. The Ponce family has been farming in the area for three generations growing mostly berries with the newer addition of row crop vegetables. The addition of row crops allows Sun Valley to have a solid crop rotation program without having to lease their land to outside vegetable growers. This crop rotation system increases soil fertility and limits soil-borne diseases like Verticillium Wilt, to which strawberries are particularly susceptible. As long time, former berry contract growers, the Ponce family is skilled in growing multiple varieties and types of organic produce including strawberries and raspberries, kales, chards, herbs, romanesco and cauliflowers. They also have a seasoned and honed eye toward quality. In the winter they grow a variety of produce under hoop houses which gives them season extension and protection from weather extremes.



The Ponce Family Rogelio Jr., Rogelio Senior and Steven