REITER AFFILIATED COMPANIES

Reiter Affiliated Companies (RAC) is the largest fresh multi-berry producer in the world, growing Driscoll’s proprietary varieties of strawberries, raspberries, blueberries, and blackberries year round in the United States, Baja California, Central Mexico, Portugal, Morocco and Peru.

OUR MISSION
The relentless pursuit to delight our consumers and enrich our employees and communities.

CORE VALUES
HONESTY · FAIRNESS · RESPECT
The Reiter family began farming in the San Francisco Bay Peninsula and by the turn of the century had migrated south into Watsonville and the Santa Clara Valley where Joseph “Ed” Reiter and R.O “Dick” Driscoll began growing their own Sweetbriar strawberries variety. After World War II, they farmed under their respective companies of Reiter and Driscoll’s and began marketing strawberries under the Driscoll Strawberry Associates label with other family and associated suppliers.

Throughout the early years, Ed’s son Joseph chartered new agricultural territories up until the late 1970’s when Garland and Miles Reiter, grandsons of Ed Reiter, began working in the family business, developing operations and planting new varieties in California. The brother’s continued to not only preserve their family legacy of farming but grew the company to be one of the nation’s leaders in the agricultural industry.

The company values of Honesty, Fairness and Respect line the corridors of every office, guiding and leading business principles and decisions. Those decisions have resulted in the organization’s position as an industry leader, adopting health and wellness programs, opening primary health clinics and partnering with local organizations to improve the quality of life for the farmworker community.
In the late 1970’s and early 1980’s Miles and Garland developed the “core” production districts of Watsonville and Oxnard, focusing on delivering a continuous supply of strawberries throughout the spring and summer. At the same time, these districts saw the very beginnings of what would become a multi-cycle raspberry production program.

Over the years the California operations expanded to include Salinas, Santa Maria and the San Joaquin Valley, with additional growing areas established in Florida and Oregon. Blackberries and blueberries were added. This geographic diversity within the US, combined with international affiliates, has allowed the Reiter’s to develop a business model based on the concept of delivering a high quality supply of all four berry types to Driscoll’s on a year-round basis. Today the company’s ongoing expansion program is still driven by this principle.
BERRYMEX, MEXICO: In 1991, RAC expanded its operations through BerryMex, the Mexican affiliate of Reiter Affiliated Companies. By 1994, the company initiated a grower partner program in Mexico, allowing local farmers to own and operate their own businesses in partnership with BerryMex. This effort has resulted in economic growth and prosperity in new communities in both Central Mexico and Southern Baja. BerryMex employees and owner-growers continue to expand production in almost every section of the berry patch, including organic berries.

MARAVILHA FARMS, PORTUGAL: It was in 2006, 12 years after expanding into Mexico, that RAC initiated its first overseas plantings of raspberries and strawberries under the name of Maravilha Farms in the municipality of Zambujeira Do Mar, Portugal. Today, Maravilha Farms continues a steady and scaled growth, with acreage now added in Tavira, Portugal.

ATLAS BERRY FARMS, MOROCCO: Atlas Berry Farms was formed in 2011 and had its first plantings of strawberries in Agadir, Morocco. It hit the ground running and by 2014 operations expanded into the strawberry growing region of Moulay Bousselham, also in Morocco. Operations have continued to expand in order to meet the growing demand for fresh berries from the European marketplace.

PERU PARTNERSHIP: In 2014, RAC established a partnership with a grower in the Chavimochic region of northern Peru to begin the development of blueberry planting. This area of Peru, just 8° south of the equator and near the cold Humboldt ocean current, has a year-round mild climate that is ideally suited for the natural spring production timing of the best southern high bush blueberry varieties.
La Clínica FreSalud was established by Reiter Affiliated Companies to provide affordable access to primary care and improve the quality of healthcare for farm workers and their families by providing a culturally competent approach to intervention, prevention and maintenance health care through consistent and comprehensive services.

At La Clínica FreSalud employees and their families are offered a welcoming and knowledgeable environment with low cost high quality patient care services. The clinic medical staff is carefully selected to ensure compassionate and skilled care. Since our philosophical position is that employees come first, we offer access to healthcare clinics that aid to improve the health and well-being of our workforce and their families.

Dr. Ray Lopez, supervising provider for La Clinica FreSalud, inspires his team to focus on providing culturally relevant care for the farm worker community in Oxnard, Santa Maria, Watsonville and Salinas.
Reiter Affiliated Companies established Sembrando Salud, an obesity and diabetes prevention and management program, in 2009. The vision of Sembrando Salud is to empower field employees and their families to make educated choices that lead to improved health and happiness through educating and engaging employers to be a catalyst towards a healthier and more productive agricultural community.

Farmworkers participate in health literacy based on a simple five-step healthy framework, which promotes exercising at least 30 minutes a day, drinking more water, eating more fresh vegetables and fruits, measuring food portions as well as the waist line and involving families and friends in practicing healthy habits. The information is presented in Spanish in a humorous and friendly storytelling approach.

As of 2016, more than 5,000 farmworkers have graduated from the program across ranches in the U.S. and Mexico. Based on program data from 2009 to 2016, health risks associated with obesity, poor nutrition, and physical inactivity among Sembrando Salud graduates have been significantly reduced while increasing employee engagement levels.
At Reiter Affiliated Companies, we are inspired by our mission to engage and strengthen the communities where we work for the well-being of our employees, their families and the community. We recognize that farm workers face tremendous barriers to success, even as they make our industry possible. That is why we strive to play a valued and influential role in supporting solutions through our Community Engagement and Local Giving Program.

Our Community Engagement programs GRACE (U.S.) and VIDA (Mexico) were designed to encourage charitable and goodwill endeavours by employees like donating, volunteering and inspiring others to get involved.

RAC’s Local Giving Program provides funds to projects that directly seek to improve the health and well-being of the farm worker, their children and the ranch community.

**PHILANTHROPY AND COMMUNITY ENGAGEMENT**

**GRACE**

- **Boys & Girls Club : Backpack Drive**
- **Sembrando Salud : 5K Color Run & Walk**
- **VIDA volunteers restore a playground in San Quintín**
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