



Overview

This document was designed to be a marketing resource for our brand partners. As a partner, you have the express permission of Mountain View Fruit Sales, Inc. and Summeripe Worldwide, Inc. to use the text in this document for promotional purposes in Store, in Print and in Digital assets represented by your company to promote our products. There are 3 separate textual versions of each Grower Family's story. They are:

- Brief Family Summary for short Social Media Blasts, etc.
- Single Paragraph Biography for Social Media, Website, or in-store use.
- Full Length Biography for Website use, etc.

Also available for each grower family is a full high-resolution gallery of family lifestyle photos to support the biographies. They are available at <http://photos.summeripe.com/Our-Growers>

Brief Family Summary

The Klassen family came to the United States from the Ukraine. Don Klassen is now the third generation to farm the same land that his grandfather initially purchased. The original family farm was approximately 20 acres. Don's grandfather Eldo grew primarily raisin grapes. Don's father gradually transitioned his acreage to tree fruit. Today Don farms over 400 acres of Summeripe peaches, plums, nectarines and pluots. Don's favorite fruits would be the pluot and white nectarine. If he were to select just one favorite variety, it would be the Red Raspberry pluot. Don loves what he does, and hopes that his fruit can be enjoyed for years to come.

Single Paragraph Biography

Don's family came to the United States from the Ukraine. He has now extended his family farming heritage into the third generation. Don's grandfather Eldo purchased approximately 20 acres, which was primarily raisin grapes. Don's father gradually transitioned the family farm into tree fruit. Growing up in a farming family Don started working at a very young age. He can remember stapling boxes and watching his dad work and manage all aspects of the farming operation. One of Don's favorite memories was riding with his dad with a load of fruit to the cold storage, and simply spending time with, and learning from his dad. After high school, Don extended his education at the University of Cal Poly, where he studied Soil Science. Don is married, and has three children. He appreciates the fact that farming allows him to be an active parent, and he knows the importance of a dad being present – he said, he never takes for granted, the time he has gotten to spend with his kids. Today Don farms over 400 acres of Summeripe peaches, plums, nectarines and pluots. Don's favorite fruits would be the pluot and white nectarine. If he were to select just one favorite variety, it would be the Red Raspberry pluot. Don loves what he does, and hopes that his fruit can be enjoyed for years to come





Full Length Biography

In the Life of Grower Don Klassen

If anyone was born to farm, it would be grower/packer Don Klassen. When talking with Don, it's clear that it's not only a generational occupation, but he truly loves to farm. He is very knowledgeable and passionate about growing the best fruit possible. Don's family came to the United States from the Ukraine. He is the third generation farming some of the same land that his grandfather bought. The original ranch that has been carefully cultivated over the generations was only about 20 acres. Once Don's father took over, he was able to grow the farm to about 60 acres. In the process of growing, Don's father bought the property where Don grew up.

Don's father started the family packing operation at his father, Eldo's, house, and in 1981 the packinghouse was moved to the current location. Don is still running this shed today!

Growing up in a farming family Don started working at a very young age. He can remember stapling boxes and watching his dad haul fruit. One of Don's favorite memories of being in the packinghouse was riding with his dad with a load of fruit to the cold storage. Don knew that when they got there his dad would buy him an ice cold Dr. Pepper. In those days it was a big deal to buy a soda from the machine. Don loved getting sodas at the cold storage, but he also loved spending time learning from his dad. Early on Don's family had more raisin grapes than tree fruit. They slowly started making the change to growing more tree fruit. In 1988 they had a new plum that was picked after school had already started. Don can remember going to school and coming home to help pack the fruit. It took a lot of teamwork to get this work done; all hands were on deck!

Although Don grew up on the farm, he will admit that it wasn't until he was college age that he realized he wanted to carry on the family business. Don went off to Cal Poly and began studying Soil Science. Because Don had already been a part of the family business, he remembers in some of his classes telling the professors how it really was in the tree fruit industry. He had a conversation with a professor and it became clear that for him, at that time, getting a degree wouldn't get him ahead of the game. Don also got married, and decided it was time to get back to work, and learn some things from his dad rather than in a classroom.

Don spent many more years working for his dad, until the time came for Don to become owner of the company. In 2007 Don took the reins at the family farm. He went from just a regular employee to owner of a very successful business. At the time that Don took over the farm, they were farming 220 acres of land. About five years later, Don grew the business to 500 acres. Today he has 440 acres, and thinks it's a good size for him. When talking about the land that he farms, you can tell that Don loves taking care of the land, he knows that you have to be a good steward of what you have so the generations to come can also take care of it.

The season that Don finds most memorable is the first summer as an owner. He said it was a big adjustment because there was so much more put on his plate. But, it was a challenge he wanted to take on. He was now getting experience dealing with employees, restructuring the company, learning how to think in terms of the big picture, and felt the importance of choosing the right varieties. Don really enjoys his time spent farming because he loves





being able to do different things at different times of the year. It's never boring, and you can use so many different skills. He loves pruning trees and watching things grow, as well as improving the crop from year to year. Farming can be challenging because there are always changing regulations to keep up with. It's tough to find the time to be in the office and do all the paperwork. It's also hard knowing when is the right time to expand in this economy. Remembering the importance of the business side is a challenge farmers now face. Although it is a lot of fun to improve the crop year to year, it is very difficult to know if the changes that you've made will make the improvements you want to see.

Don is very thankful that farming is a career that allows parents to be there for his kids. He is married with three kids and loved being able to take time off to go to their events and coach their sports teams. He knows the importance of a dad being present and he never takes for granted the time he has gotten to spend with his kids. Although farming isn't always easy, Don gets satisfaction growing great tasting fruit. He enjoys a ripe plum or pluot; Red Raspberry is his favorite. But he does admit that a crunchy white nectarine is also delicious. He likes the early varieties because you have missed eating them for 8 months! As you can see, Don loves what he does and hopes that his fruit can be enjoyed for years to come.

