

My name is Kevin Visser and I am a crop manager at Woolf Farming. I am pleased to be involved in such a great industry that is adapting and overcoming obstacles to produce a high-quality product that brings value to the consumer and producer. I desire to serve on the Administrative Committee for Pistachios to increase my overall involvement within the pistachio industry. I feel that I will be able to lend a fresh set of eyes and ears to the Committee with a youthful passion and an overall goal of improving producer returns.

I attended California Polytechnic State University and received a B.S. in Agricultural Systems Management and a minor in Agribusiness. I currently manage all aspects of growing the pistachios for Woolf Farming in Huron, California.

Woolf Farming has a deep-rooted history within the pistachio industry that goes back to 1985. The company was founded in 1974 by Jack Woolf and his family. Jack sought to move away from the region's traditional crop rotations of grains, cotton, and melons to higher valued crops such as almonds, processing tomatoes, and pistachios. Continual reinvestment in land, water infrastructure, innovation, and technology has allowed Woolf Farming to successfully expand and continue its operation.