



John Teixeira Lone Willow Ranch



Agriculture, in addition to remaining cost competitive and reducing its carbon footprint, needs to take the time to connect with the various publics it serves.

“We need to take the time to visit small communities, get some dirt on your shoes and see what’s out there,” said John Teixeira, owner of Lone Willow Ranch in Firebaugh.

Teixeira, speaking at the California Subregional Conference in Visalia, also urged agriculture to get in touch with youth to help Americans better understand where their food comes from.

“I think we need to educate the kids,” he said, “teach them about good food and where it comes from.”

To that end, Teixeira recommended getting good, healthy food to young people – get the public schools involved. That also means educating the teachers, education that speaks in simple terms.

Teixeira, whose Lone Willow Ranch produces certified organic crops like tomatoes, cotton and melons, said it’s also important to educate producers themselves.

“In our operation we started composting 20 years ago, and people asked, ‘What the hell are you doing?’

Now,” he said, “most of my neighbors are doing it.”

He said it’s a challenge to get farmers and ranchers to attend meetings and “listen to folks like us,” but he said showing them something on the ground can resonate.

“Seeing is believing,” he said. “Try something different.”

(View [video](#) of John Teixeira’s presentation)