



local PARTNER profile

Jesse's
ORGANIC FARM

Salinas, CA

SUCCESS is the sum of small efforts every day.

When Jessie Najera first arrived in the United States, he began working in agriculture, driven by a strong desire to build a future rooted in farming. His father heard on the radio about Alba Farms, a program designed to help people start their own organic farms. Not only do they provide resources on how to plant and manage a farm, but they also offer hands-on training in sustainable farming practices.

In 2021, Jessie's dad decided to visit the Alba office to learn more, and he found out that the program offers a year-long course. After completing the program, graduates are eligible to start planting at Alba and receive support as they grow their businesses. Inspired by what he heard, Jessie enrolled in the program and began his journey.

"Through Alba, I gained in-depth knowledge about farming, including how to grow a variety of crops, the importance of crop rotation, and most importantly, how to care for the health of the soil," Jessie said. "I learned about the significance of using cover crops to nourish the soil and ensure that the food we grow is not only healthy but also sustainable."

This education sparked a passion and Jessie was motivated to start his own farm. With help from his dad, brother, cousins, and friends, they worked together to bring Jessie's dream to life. Today, Jessie's Organic Farms proudly grow food that nourishes the community, all while maintaining the principles of sustainability and care for the land that were instilled in him during his Alba training.



COMPANY *snapshot*

- ✓ Minority Owned
- ✓ Small Business
- ✓ Grower
- ✓ Available for Speakers at Schools
- ✓ Available for Small Group tours

Jessie's enjoys working with schools and helping provide delicious organic food for kids.

**Green Beans
Broccoli
Cilantro**

**Kale
Strawberries
Celery**

**Onions
Carrots**



Let's grow forward together.

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Company