



Monterey County

Board Order

168 West Alisal Street,
1st Floor
Salinas, CA 93901
831.755.5066

Resolution No.: 16-292

Upon motion of Supervisor Salinas, seconded by Supervisor Phillips and carried by those members present, the Board of Supervisors hereby:

Corrected the title of Resolution No. 16-292 to read as follows: Adopt Resolution honoring Miles Reiter and Garland Reiter as recipients of the National Steinbeck Center's 2016 Valley of the World Hall of Fame Award. (Full Board)

PASSED AND ADOPTED on this 15th day of November 2016, by the following vote, to wit:

AYES: Supervisors Armenta, Salinas, Phillips, Potter and Parker

NOES: None

ABSENT: None

I, Gail T. Borkowski, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book 79 for the meeting on November 15, 2016.

Dated: November 17, 2016
File ID: CR 16-139

Gail T. Borkowski, Clerk of the Board of Supervisors
County of Monterey, State of California

By 
Deputy

*Before the Board of Supervisors in and for the
County of Monterey, State of California*

Resolution No.: 16-292

Correct the title of Resolution No. 16-292 to read as follows: Adopt Resolution)
honoring Miles Reiter and Garland Reiter as recipients of the National Steinbeck)
Center's 2016 Valley of the World Hall of Fame Award.....)

WHEREAS, The Reiter family started farming in the late 1800's in the San Francisco Bay Peninsula, eventually migrating south in the 1900s, into Watsonville and the Santa Clara Valley. There, Miles and Garland's grandfather, Joseph "Ed" Reiter, and first cousin, R.O. "Dick" Driscoll, began growing their own Sweet Briar strawberry varieties. After World War II, the cousins farmed under their respective companies and began marketing strawberries under the Driscoll Strawberry Associates label with other family and associated suppliers. Their father, Joseph Reiter, continued to carry on the family legacy by grooming Miles and Garland to become the next generation of berry growers; and

WHEREAS, By the age of 12, both **Miles Reiter and Garland Reiter** had begun working on family farms, spending summers helping out in their free time. In 1971, Miles graduated from Princeton University and Garland from University of Santa Clara in 1976, heading directly into the family business after college. They were just starting to build their reputation in Watsonville as preeminent strawberry growers when they lost their parents, Glorvina and Joseph, in a plane crash in 1977. The brothers were faced with an unprecedented decision of what to do with the family business. For Miles and Garland, their past, present and future had always been farming, so their answer was simple: pick up the pieces, apply the values and farming experience they gained from their parents and create something they would be proud of; and

WHEREAS, **Miles Reiter** took over leadership of the family's existing operations on the Central Coast, while **Garland Reiter** moved south to found the Reiter's Southern California farming business. Although their predecessors had done a tremendous amount of work to build the foundation of the strawberry industry, they had only scratched the surface of exploring the potential of growing raspberries. Almost 25 years after Joseph Reiter invested in raspberries, Garland and Miles pursued his lead, re-establishing a raspberry breeding program in 1980, turning the raspberry dream into a reality. The brothers still view this accomplishment as one of the great collective achievements in their agricultural careers; and

WHEREAS, By 1988, **Miles Reiter** had stepped into the role of Chairman of Driscoll's Strawberry Associates. Shortly thereafter, he led a transformation of the business to expand the "berry patch" beyond just strawberries, creating a year-round supply of differentiated and branded strawberries, raspberries, blackberries and blueberries. Over the last two decades, under Miles' leadership, Driscoll's vision has moved to embrace a global footprint, with an additional focus on the European and Asian markets with berry production on six continents and 22 countries. In the year 2000, Miles took on the additional role of CEO of Driscoll's; and

WHEREAS, Meanwhile, **Garland Reiter** continued to lead an expansion of acreage and investment in new regions, innovation and cultural farming practices, taking over as President and CEO of Reiter Affiliated Companies (RAC). Today, the network of entities that RAC services, collectively, is Driscoll's largest supplier of fresh berries and are contracted to grow and harvest their plants, allowing Driscoll's to research new plant varieties, market and supply consumers globally with the very best quality berries. This group of entities exclusively grows Driscoll's proprietary varieties in the United States, Mexico, Portugal and Morocco; and

WHEREAS, Miles Reiter and Garland Reiter are fourth generation growers in their family business, with their own children mirroring their footsteps into the family operations as the next generation of Reiter farmers. The brothers are proud that their passion for berries has extended to their children, but moreover, that their compassion for people, especially local farmers in the rural communities where they operate have made such an impact to so many around the world.

NOW, THEREFORE BE IT RESOLVED that the Monterey County Board of Supervisors and all citizens thereof hereby congratulates **Miles Reiter and Garland Reiter** as recipients of the National Steinbeck Center's 2016 Valley of the World Hall of Fame and wishes them continued peace and happiness in all their future endeavors.

PASSED AND ADOPTED upon motion of Supervisor Salinas, seconded by Supervisor Phillips and carried this 15th day of November 2016, by the following vote, to wit:

AYES: Supervisor Armenta, Salinas, Phillips, Potter and Parker

NOES: None

ABSENT: None

I, Gail T. Borkowski, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book 79 for the meeting on November 15, 2016.

Dated: November 17, 2016
File Number: CR 16-139

Gail T. Borkowski, Clerk of the Board of Supervisors
County of Monterey, State of California

By *Demise Hancock*
Deputy

