



Meet California Avocado Grower Rick Shade

Shade Farm Management, Carpinteria, California



Grower:
Rick Shade

Industry:
Avocados
Carpinteria,
California



"California has the most stringent laws surrounding food production in the nation, so buyers can be assured that they are getting the best quality produce."

-Rick Shade

Rick Shade has spent nearly 50 years proudly growing avocados and citrus in California and today runs nearly 600 acres in Santa Barbara County – fueling his passion for being outdoors, planting and working with the trees. As a young boy, Rick would tag along with his grandfather, observing his work and his love of growing trees and working the soil. That’s when he says something “just clicked” and he knew he was destined to do the same. It was from his grandfather, where Rick learned everything he needed to know about avocados.

Shade Farm Management is a family business – Rick is a fifth generation farmer and third generation avocado grower. His wife runs the office and acts as a “team mom.” Rick’s youngest son at 17 years old works after school driving tractors and servicing equipment. And, most of his 12 employees of extended family have been with him for more than five years, including his foreman who has been in the business for 30 years.

“I enjoy knowing that the trees I plant may be around to feed generations of people,” said Rick. “We love what we do, and put care into every piece of fruit we ship.”

Rick’s proudest, most memorable moment as a California avocado grower was the first harvest of fruit from the first block of trees that he developed from bare ground. Each day, he invests his blood, sweat and tears into growing his trees so he can leave a legacy and tradition of caring for the land and reaping the rewards it brings him, his family and employees today, and for the growers and their families who will walk in his footsteps tomorrow.

To learn more about California’s avocado industry, visit www.avocado.org.

