



PACIFIC COAST  
FARMERS' MARKET  
ASSOCIATION

## LONG-TIME PCFMA BOARD MEMBER LES PORTELLO STEPS DOWN





Les Portello, a founding member and former President of the Board PCFMA Board of Directors, has stepped down from the PCFMA Board of Directors to join PCFMA's Advisory Committee as an Emeritus Director.

When the state of California first passed the Direct Marketing Regulations in the 1970s, Les worked at the California Department of Food and Agriculture (CDFA) as a senior agricultural economist and was instrumental in assisting in the development of many of the state's first **certified** farmers' markets. After leaving CDFA, Les was a regular fixture at the Davis Farmers' Market where Portello Ranches sold almonds, fruit, and other nuts, all grown up the road in Arbuckle. Les served as a Board member of the Davis Farmers' Market and the Pacific Coast Farmers' Market Association. He has a B.S. degree from UC Berkeley and an M.S. degree from UC Davis. Les currently lives in Davis, California.

The Board of Directors and staff of PCFMA thank Les for all of his contributions over the years and look forward to engaging with him in the future in his new role.

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