



PACIFIC COAST  
FARMERS' MARKET  
ASSOCIATION

## MEDINA BERRY FARMS: SALINAS VALLEY



We arrived at [Medina Berry Farms](#) on a gray, misty morning in Watsonville earlier this month, ready to learn and film the process of growing organic strawberries. We anticipated a long day of rain, with plenty to learn and hard work to do.

As we pulled up, we heard cheerful mariachi music vibrating through massive speakers, chatter, and laughter erupting from a cozy outdoor kitchen. The Medina family and crew were already hard at work, but not under the hoop houses. Everyone was gathered in the common area, helping to prepare an authentic Mexican-style lunch to welcome us for the day; corn tortillas were being hand-pressed, garden fresh onions, radishes, and lettuce were being finely chopped. Everything smelled, sounded, and looked amazing – our team had forgotten all about the rain! Angelica Medina, the family's matriarch, immediately made us feel at home. Her face lit up when telling stories of her family, giggling with joy while showing off photos of her grandson, Jamie, helping out at a PCFMA farmers' market when he was just an elementary school student. The whole family guided us around their land, explaining all that we needed to know about growing berries in coastal Salinas Valley, sharing their memories with us along the way.

We are thrilled to give you all a sneak peek of our *Beyond the Market* video series, highlighting California's specialty crops and the farmers that plant, harvest, and market them. For exclusive behind-the-scenes photos from Medina Berry Farms, and to read more about Angelica, her husband Pedro, and how they are ushering the 4th generation of Medina growers into the family business, check out our [Instagram](#)!



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