



Overview

This document was designed to be a marketing resource for our brand partners. As a partner, you have the express permission of Mountain View Fruit Sales, Inc. and Summeripe Worldwide, Inc. to use the text in this document for promotional purposes in Store, in Print and in Digital assets represented by your company to promote our products. There are 3 separate textual versions of each Grower Family's story. They are:

- Brief Family Summary for short Social Media Blasts, etc.
- Single Paragraph Biography for Social Media, Website, or in-store use.
- Full Length Biography for Website use, etc.

Also available for each grower family is a full high-resolution gallery of family lifestyle photos to support the biographies. They are available at <http://photos.summeripe.com/Our-Growers>

Brief Family Summary

Rudolf Laemmlen arrived in the Central Valley of California in 1925. He had a passion for farming and a desire to grow great tasting fruit. Rudolf started with 30 acres, and a vision of progress. He passed his farming legacy, to his son Arthur and eventually his grandson Eric. Today Eric farms over 200 acres of Summeripe peaches, plums and nectarines. Eric is proud of his family heritage, and he hopes consumers will see, taste and enjoy the fruits of his family's labor.

Single Paragraph Biography

Eric Laemmlen is a third generation farmer of the Central Valley of California. Eric's Grandfather Rudolf, arrived in California in 1925. Rudolf purchased 30 acres of farm land that included peaches, plums and grapes. Eric's father, Arthur, eventually bought the farm next to Rudolf which added another 120 acres to the existing family farm. Eric likes to say he has grown up with fruit juice in his veins. After high school, Eric went on to study at the University of California Davis, specializing in Pomology and Fruit Science. After graduating from UC Davis, he returned to the family farm to work with his father. Eric loves the taste and unique flavor of each variety he grows, however a couple personal favorites would be, the Zee Lady and August Lady Yellow Peach. Farming for Eric has always been a family affair. Today he and his family farm over 200 acres of Summeripe peaches, plums and nectarines. Eric is proud of his heritage, and he hopes consumers will see, taste and enjoy the fruits of his family's labor





Full Length Biography

In the Life of Grower Eric Laemmlen

Eric Laemmlen is a third generation farmer in the Central Valley of California. But there is so much more to the story - Eric's grandfather Rudolf was living in Germany in the early 1900's. He had a strong interest in farming, and decided to enroll in an agricultural school. After completing his education in agriculture, it was clear that the German economy was struggling, therefore he decided to travel to America in 1925, in search of new opportunities and a more prosperous life.

Rudolf returned to Germany in 1928, where he met and married a neighbor girl named Elsa. She had also been abroad to America, and together they made plans to return. In 1929 they landed in San Francisco and made their way to Sanger, then Reedley - where they purchased 30 acres of farm land. Their initial farm included peaches, plums and grapes. This was to be, the start of their new life.

Rudolf and Elsa had four sons, they all grew up working on the farm. Eric's father, Arthur, eventually married and bought the 120 acre farm next-door to Rudolf and Elsa. Eric and his siblings, now third generational farmers learned about packing fruit and working on the farm at a young age. Eric was on the tractor as soon as he was tall enough to reach the clutch. Eric likes to say he has grown up with fruit juice in his veins. One of his favorite memories was hauling fruit to the cold storage when he was just 15½, with permit in hand. To stay legal, his mom would ride to the cold storage with him. Farming was a true family effort for the Laemmlen's. After high school, Eric went on to study at the University of California Davis, specializing in Pomology and Fruit Science. After graduating from UC Davis, he returned to the family farm to work with his father. Eric eventually purchased the original 30 acres from his grandfather, and the journey of farming on his own began. Today Eric farms over 200 acres of Summeripe peaches, plums and nectarines.

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