

2023 Lifetime Achievement

Guy George

Determination, drive, strong character and a love of the Pajaro Valley are just a few of the traits that earned Guy George the title of 2023 Lifetime Achievement from the Pajaro Valley Chamber of Commerce and Agriculture. Guy has been a mentor a friend to so many young farmers throughout the years and continues to actively farm even in his 90's.

Guy comes from a long history of farmers here in the Pajaro Valley. His father and mother, both first-generation Portuguese immigrants, operated a small dairy farm in the Casserly area at the base of Mt. Madonna where he grew up. Hard work has been part of his life since he was very young. He held a job as a janitor from the age of 12 and continued through high school.

Guy served in the United States Navy and worked as an aviation mechanic. Upon returning to Watsonville, he attended and graduated from San Jose State with a degree in business. The love of farming stayed strong throughout his time in college and he began farming strawberries and fruit trees with his father.

In the 1960's, Guy sold cabbage under his own label, "King George" where he delivered to wholesale markets in the Bay Area. For 20 years, he farmed cabbage and lettuces on the George Braycovich property and another 25 years farming vegetables on many individual properties throughout the Pajaro Valley. In the 1980's he turned to growing blackberries and strawberries and became a grower for Driscoll's in 1998. He then formed an LLC known as Rancho Alitos and continues to grow strawberries and blackberries.

He currently serves on the Board of Directors for the Agricultural History Project where he volunteers many hours per week. He also actively supports the Santa Cruz County Fair and the Santa Cruz County Farm Bureau. In 2022, Guy was named the Farmer of the Year by the Santa Cruz County Farm Bureau. Even with a busy schedule of working and volunteering, Guy still finds time to spend on the slopes skiing several times per year.

Guy's legacy can be found everywhere in the Pajaro Valley through the many farmers he has mentored along the way. He has supported, encouraged and been there to help during the good times and bad.