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Press Release

Father's Day Story

At a press conference held today at the historic Crosetti Ranch, it was announced that the three daughters of JJ Crosetti, Jr. are establishing an endowment fund in his honor. It will be called the JJ Crosetti, Jr. Memorial Fund.

The purpose of the fund will be to provide scholarships and local farming grants (see attached description). The daughters, Lea Andes, Gina Chekouras and Josie Warren, set up the endowment fund through the educational organization, Agri-Culture. The initial \$25,000 gift will come from the Crosetti Lands Company, which includes the three daughters, their Aunt, Jeanette Crosetti, and their cousin Rob Johnston. The family plans to increase its contribution in future years and also encourages those who knew JJ to contribute. The endowed fund be housed at the Community Foundation of Santa Cruz County.

JJ Crosetti, Jr. was a local farmer for almost 50 years and had a deep commitment to the community. He was the Santa Cruz County Farm Bureau's first Farmer of the Year in 1979.

Steve Bontadelli, President of Agri-Culture, stated, "This is a wonderful tribute from three daughters for their father who was a special person in our community. How appropriate that it was announced during Father's Day week."

Lea Andes and Gina Chekouras, both stated in a prepared statement, "We set up this fund in honor of our dad's generous spirit and his love of agriculture, so that he can continue to touch the lives of the people within this community that he loved."

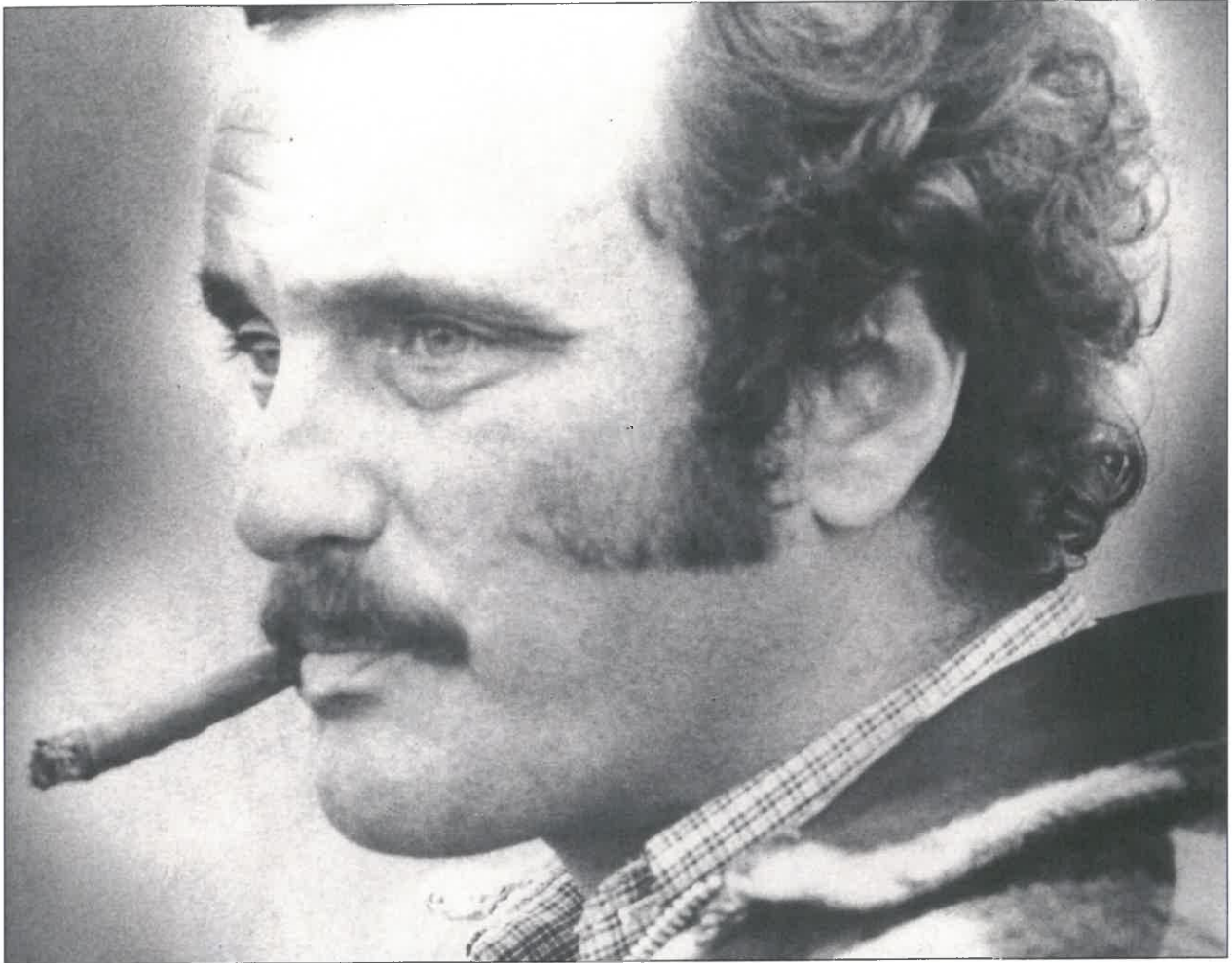
Josie Warren added, "Dad loved this community, and he loved farming; we really wanted to do something in his name that incorporated both."

Anyone interested in contributing to the JJ Crosetti, Jr. Memorial Fund should send a check payable to: Agri-Culture, designate the fund in the memo section, and send donation to:

Agri-Culture, 141 Monte Vista Avenue, Watsonville, CA 95076

For Release June 15, 2015

CROSETTI FAMILY



JJ Crosetti, Jr. Memorial Fund

Prepared for: Jess Brown, Agri-Culture

Prepared by: Gina Chekouras, Lea Andes, Josie Warren, Jeanette Crosetti

May 18, 2015

CROSETTI FAMILY

JJ CROSETTI, JR MEMORIAL FUND

Background

This fund is to honor the memory of JJ Crosetti, Jr. He was a local farmer who had been growing various kinds of produce for almost 50 years. Having a deep sense of community and wanting to contribute to those in need, he became one of the original contributors of fresh produce to the Grey Bears in 1973. He was also named the first farmer of the year in 1979.

The intention of this fund is to keep his spirit alive through continuing to contribute and give back to the community. This is a two-part fund. The first half is to be used as a scholarship to encourage and support the youth going into the field of agriculture. The second half of the fund is to be used as a grant for local organizations who support local farmers.

JJ Crosetti, Jr Memorial Scholarship

This scholarship is intended for a student entering or currently attending college and majoring in agriculture. The scholarship can be presented to students entering an a 2-4 year college (4 year max distribution). Verification of registration for each session of full time classes is required.

Students must live either in Santa Cruz County or within the Pajaro Valley Unified School District boundaries, or a current member of the Santa Cruz County Farm Bureau.

Criteria for the scholarship is based on student leadership skills, a demonstrated commitment to the industry, grades and financial need.

The recipient of this scholarship will receive the award one time only and only upon proof of enrollment in college. The student must maintain above average grades and the award will be issued proportionately to the school during the school year.

JJ Crosetti, Jr Local Farming Grant

This grant is intended for local non-profit organizations which develop programs to promote and support local farmers.

The programs can be, but not limited to, carried in grocery stores, farmers markets, restaurants, schools, hospitals and healthcare establishments, retirement centers and local companies and events who provide and promote locally grown produce. This may include, but not limited to; displaying local farmers within the menu, educational booths or tables, cooking demos, contests, and educational materials. Those organizations that wish to educate on the impact of our local economy as well as our environment and health may also be awarded.
