

LIFETIME ACHIEVEMENT

DOMINIC AND MARTHA MUZZI

Dominic and Martha Muzzi's story is one of resilience, family, and a deep-rooted love for the community they've called home for decades.

Dominic arrived in North America in 1950, emigrating from Calabria, Italy with his parents and seven siblings in search of a better life. After spending time in Canada the family eventually settled in the Bay Area. Midway through his senior year of high school, Dominic moved to Pescadero where he would meet Martha, the beginning of a lifelong partnership in both life and business.

The two were married in 1962 and soon began building their future together. After a few years in Santa Cruz, they settled in Watsonville, where their roots would firmly take hold. It was here that Dominic and Martha began farming in the 1960s, growing fresh vegetables along the Central Coast.

As their family grew with the arrival of their children, Dominic Jr. and Lisa, so did their business. Their children were raised alongside the fields, learning the value of hard work, responsibility, and family from an early age. In 1975, the Muzzis opened a roadside produce stand, where Martha became a familiar and welcoming presence to so many in the community.

That same spirit carried into the growth of their business. In 1984, Watsonville Produce was established, expanding their reach into cooling, sales, and shipping. Over the years, the company earned a reputation for quality, food safety, and exceptional service, the values that remain at the heart of everything they do. Continued growth led to the expansion of processing facilities in Moss Landing and Yuma, Arizona, and in 2007, the family became managing partners of Blue Ribbon Frozen Foods in Watsonville.

Never one to stand still, the family took another step forward in 2012 with the creation of Muzzi Family Farms, to handle sales for both fresh and frozen products being processed at the family businesses.

But for Dominic and Martha, success has never been measured by business alone. Their greatest pride lies in the relationships they've built, the community they've supported along the way and their children. Over the years, they have shared their time, energy, and resources with local organizations throughout the Pajaro Valley.

Their journey is a testament to humble beginnings, unwavering faith in God, and the power of family. Through hard work, perseverance, and a genuine love for what they do, Dominic and Martha have built something beyond a single business, they have built a family of companies that continue to grow. Dominic and Martha's values are carried forward through the companies and the people who are a part of them.

Today, they remain deeply grateful for the friendships they have made and the community they continue to cherish. Their story is not just one of achievement, but of appreciation.