

**Western Growers Leadership Program**  
**Class VIII applicants, Feb 2025 – Nov 2026**



**Geoffrey Ratto**  
**CEO, Ratto Bros., Inc.**

Fourth-generation Ratto, son of Frank Ratto. Geoffrey succeeds Robert Engel, who stepped down in July 2024, and brings 15 years of industry experience. He held the role of sales director at Ratto Bros. for five years and worked as a retail service manager for Fresh Point of Central California. He earned an undergraduate degree from California State University, Stanislaus, and an MBA from Louisiana State University, Shreveport.



**Carson Britz**  
**Sr. Manager, Nutrien Ag Solutions**

As a licensed PCA in California, Carson has over 15 years of experience in the agribusiness sector, with a focus on sustainable and responsible agriculture. He helps growers and CPGs achieve their environmental, social, and economic goals through innovative and value-added solutions and services. He has a strong background in agricultural food safety and regulatory compliance, as well as bilingual (Spanish) communication skills. He is a graduate of the California Agricultural Leadership Foundation's Ag Leadership Program and a recipient of the "40 Under 40" award by Produce Business Magazine for being a leader on the rise in the produce industry.



**Kristen Camarena**  
**VP Farming, Wonderful Orchards**

Working closely with Rob Yraceburu in management and as a licensed PCA, Kristen has been with Wonderful Orchards for over 12 years, now managing operations on 30,000 acres of almonds and pistachios spread over three counties and eight water districts. She earned an undergraduate degree from Cal Poly San Luis Obispo and an executive MBA from UCLA Anderson School of Management.



**Patrick Pinkard**  
**Farm Ops Manager, Terranova Ranch, Inc.**

Patrick is the Farm Operations Manager at Terranova Ranch, working closely with Don Cameron. He oversees 8,000 acres, including 900 acres of organic crops, and also owns and operates Triple P Farms LLC in Fresno County. Patrick graduated from Cal Poly San Luis Obispo with a degree in Ag Systems Management and a minor in Ag Business and currently serves on several boards like the Processing Tomato Advisory Board, Garlic and Onion Dehydrator Advisory Board,

and California Pepper Commission.



**Marisol Moreno**  
**Controller, Allied Potato, Inc.**

After graduating from CSUB with a degree in Business Administration, Marisol began her career at Paramount Citrus in their aviation department, handling administrative tasks and accounts payable. She quickly transitioned to budgeting, presenting to C-suite leadership, and moved into an Analyst role, focusing on the Mexico Division and Capital Projections. She later joined Sunview Vineyards as a Sr. Accountant, where her work with family-owned

farming companies sparked a passion for agricultural advocacy. After two years, Marisol became the Controller at Allied Potato, where she has spent the past five years. Her involvement with Western Growers' Women in Agriculture has further deepened her dedication to advocacy within the industry.



**Charles Ferini**  
**Harvest Manager, Betteravia Farms**

Charles "Charlie" Ferini is a fourth-generation farmer from Santa Maria, where his passion for agriculture began early, riding around the ranch with his father and grandfather. He earned degrees in Agricultural Business and Crop Production from the University of Arizona before gaining hands-on experience working in melon harvest at Fisher Ranches in Blythe, CA. In September 2022, Charlie fulfilled

a lifelong dream by returning to his family's business, Betteravia Farms. Since then, he has taken on both harvest and production roles, learning all facets of the operation.



**James Larson**  
**GM, Owyhee Produce**

James Larsen is the Crop Manager at Owyhee Produce/Froerer Farms, overseeing watermelon and sweet corn production, and serves as the Operations Manager for packing and shipping. He holds a bachelor's degree in business administration, a master's in organizational leadership, and a Graduate Certificate in Human Resources. A former U.S. Navy air traffic control specialist, James returned with his family to his hometown, Nyssa, Oregon, embracing life in the agriculturally rich Treasure Valley. Passionate about the outdoors, he enjoys sharing his love for hunting, fishing, and adventure with his daughters. Farming, once thought to be in his past, remains a true passion, as

James thrives on the hands-on challenges of the land, driven by a desire to make things happen and see growth in crops and life.



**Freddy Rodriguez**  
**COO, Legacy Cooling**

Freddy Rodriguez is a third-generation agriculture professional who grew up in Yuma, AZ where his family's business, the Growers Company Inc., is based. He graduated from Yuma Catholic High School and went on to earn a bachelor's degree in business management from the University of Redlands. He returned home to work with his family's labor contracting business and found his

passion for harvesting. Freddy was a Commodity Supervisor and Harvest Manager for a decade before making a recent switch to serve as Chief Operations Officer of Legacy Cooling LLC.