


# Barsotti Family Juice Company, Inc.



[contact](#) | [the "press" room](#) | 

Solar-Powered Goodness from Apple Hill®  
family-owned and operated since 1976

[home](#) | [our juices](#) | [the barsotti family](#) | [fresh juice 101](#) | [the cider mill](#) | [store locator](#) | [wholesale info](#)



**FRESHLY PRESSED JUICES** ● **ALL NATURAL** ● **NO PRESERVATIVES** ● **FAMILY OWNED & OPERATED**



# Company Snap Shot

Barsotti Family Juice Company : 2013

- Family Owned & Operated Since 1976
- Fruit Varieties and Farming Techniques
- Legacy Farming
- Then and Now: Farming Equipment and Resources
- Fruit into Juice
- Community Focused





# The Barsotti Family

Barsotti Family Juice Company : 2013



**A short story:** In 1976, Gael and Joan Barsotti decided to move to Apple Hill® from the Bay Area with their three children (and dog and cat). They were not farmers – but were attracted to the beautiful area and unique lifestyle. The property included one tractor, one forklift and 37 acres of pears and apples, along with a packing shed to wash and sort the freshly picked fruit. With the help of fast friends in the community and long time ranch manager Leonardo Vega - they learned the unpredictable business of farming.

The fruit was picked, packed and sold. It took 25 years of bad pear crops to finally realize they weren't making any money on them! After planting more apples, and a request from Raley's to provide fresh cider to their stores, they slowly changed from an apple-packing operation to a wholesale cider and juice operation. It took some time to get it right. They quickly learned it's not just about pressing fresh apples into juice – it's about using just the right combination of varieties to ensure the perfect marriage of sweet and tart.

Barsotti Family Juice Company has been family owned and operated ever since. Son, Mike oversees the production and operations side of the business while daughter, Cathy, manages the sales and marketing. They both left home for college and neither had any intention of working in the family business. They thought they had had enough of moving irrigation pipes and sorting apples! Interestingly enough, Mike returned to the family business after becoming a successful chiropractor for 10 years. And Cathy then decided to return after spending 17 years in sales and marketing for Disney and Travelocity.





# The Changing Farm

Barsotti Family Juice Company : 2013

## Farming...

### ◆ Types of Fruit

Pears	Early 1900's: largest growing pear region in country
Apples	Mid 1900's: pear production started dropping dramatically, and so more apple trees were planted
Grapes	2000 – present: requested by Mike, and with advice from neighbor and expert farmer, Ron Mansfield – we planted grapes.
Other	Specific fruit requests from retail partners (Whole Foods - Arkansas Black and Empires)

### ◆ Techniques

PICKING:	traditional – all fruit is hand picked
PRUNING:	experts delicately pruned by hand
IRRIGATION:	now much more sophisticated – either drip or micro sprinkler (instead of portable 20 ft. pipes)
SOIL:	we practice “Fish Friendly Farming” and work closely with the El Dorado Agricultural Water Quality Management Corp. – regular soil testing by local experts to ensure it has the nourishment it needs to grow great fruit.
COMPOST:	Cattle rancher in the valley picks up the compost for feed. Note: any local pick/sheep/cattle farmer is welcome to pick up the compost for free.





# Past, Present & Future

Barsotti Family Juice Company : 2013

## Farming...

### ◆ Equipment / Automation

**Then:** 500 gallon spray rig pulled by a tractor  
Manually wrap pallets by hand / fold boxes by hand

**Now:** State of the art tractors with cabs  
Automatic pallet wrappers and case erectors



### ◆ Resources

**We are a network of farmers working together, aligned with industry organizations.**

**Member:** Fresh Produce and Floral Council

Produce for Better Health

U.S. Apple Association

Apple Hill® Growers Association

CCOF (Certified California Organic Farmers)

**Solar Power:** the right thing to do, but not necessarily the smart things to do.

**New generation:** website / facebook / twitter





# Moving Forward

Barsotti Family Juice Company : 2013

## Community...

**It is the by products of farming that helps the ranches to be successful: fruit / juice / jams / bake shops.**



**And, it's quite incredible that more than 50 farmers are doing the same thing – successfully.**

**Barsotti Family Juice Company is fortunate that three generations are able to work together, and that founder – Gael is still very much involved in the operation. The knowledge and experience that he shares is invaluable.**

**Our hope is that we can continue the tradition of successful farm practices – all farmers and legacy farmers with the continued support of the community.**



# Healthy Directions

Barsotti Family Juice Company : 2013



Barsotti wins PBH Role Model Award!

“The Produce for Better Health Foundation is pleased to announce that Barsotti Juice has qualified as a Role Model in our Fruit & Veggies Role Model and Champion Recognition Program.”



Nationwide

... Barsotti's is part of a concerted effort to create a healthier generation!

- **National Focus:** Healthier Product Offerings (particularly for kids)
- **Our Products:** Fit This Need
- **New Items:** Generate Excitement

