

Kenny Fietz, Owner

After helping his father one summer during high school, Kenny discovered his life's work in farming. Kenny spent 11 years learning to farm strawberries, working his way up from picking strawberries to running the operation. His passion grew into the Temecula Valley Strawberry Farm. Unlike most strawberry farms where plants grow in horizontal rows, Kenny's plants grow in vertical hydroponic towers. Today, more than 11,250 Verti-Gro towers support 45,000 strawberry plants on one acre, using 85 percent less water than required in traditional row production.

Kenny graduated from California State University Chico's school of agriculture. He is excited to use his education and training to demonstrate high-yield, resource friendly farming processes in Southern California's first vertical hydroponic strawberry farm. _

"For me, it's about conserving our planet's natural resources and providing my community with sustainable and delicious strawberries," he said. "My hope is that our U-Pick experience will bring families together and introduce them to the farming process of the future."