

Guilebaldo Nuñez

Like most Mexican immigrants living in California, Guilebaldo Nuñez came to this country having farming as a skill learned when a child, in his case, with his father at the state of Mexico. At that time, they had their own land where he acquired the “secrets” and techniques of growing potatoes, corn, tomatoes, onions and peppers. Like other members of his family already established here, when he came to California, he followed the path of working in the fields picking raspberries.

In 2002, Guilebaldo began his first entrepreneurial venture. He rented five acres of conventional land and began his first farm business. Soon after, he heard about ALBA, and the possibility of farming organically. He decided to apply and rented three acres. “That was in 2004,. At ALBA I really improved my techniques. I attended several educational events regarding organic farming and leadership; that has been an important contribution to my success, because I had always focused on improving the quality of my products. Selling healthy products makes me feel good as a farmer and as a person.”

“Nuñez Farms” was officially born in 2007. Guilebaldo, with the support of several family members: his wife, sisters and brother-in-laws, and a niece, established the farm. Though it was difficult in the beginning, Guilebaldo’s business has grown substantially over the past 5 years. He currently leases 13 of acres at ALBA and sells his fresh organic produce directly to consumer at 13 farmers markets in the bay area. His business also serves as a market for fellow ALBA farmers, who sell some of their produce to him.

“I’m very proud of still being able to keep working as a farmer and putting my hands in the soil, this is something that I still really enjoy. I’m also proud of the fact that I provide jobs to my people and that I’m passing on the knowledge I have gained to them”. “Guile” -as he is called by friends and relatives- is an administrator per se. He personally supervises every single stage of farming; from preparing the terrain for planting all the way to selling the produce at the farmers market; his hands are on every single stage of the process.

When asked about his challenges, he confesses that expanding his business is the main one, and in order to achieve it’s important to train his workers. “It’s essential to train my workers, that they learn doing things so they can help expanding my business and therefore themselves; the sales are growing but I need more manual labor, more workers, there are not enough to do the harvesting, imagine!”.

Today, (in 2011), Guilebaldo sells an average of 130 pounds of produce daily at various farmers

Nuñez Farms’ sustains five full time jobs and nine part time jobs to the local economy. That translates into currently, there are seven family members employed by Guilebaldo’ small business.



Nuñez Farm

Here are the farmers markets where you can find Nuñez Farm’s produce:

- Concord Farmers Market -Moraga Farmers Market
- Union City Farmers Market--San Leandro Farmers Market
- Irvington Farmers Market--Evergreen Farmers Market
- Daly City Farmers Market--Galleria San Francisco
- Kaiser San Francisco Farmers Market--Kaiser Santa Teresa Farmers Market
- Kaiser San Jose Farmers Market