

Victor Martinez

“What I like about agriculture is doing the work, being directly involved in production.”

The work at Buena Vista Organics is all about family. Their moto is “Well-Being for Your Family.” Their focus started out and remains set on producing high quality organic herbs and spices. Victor Martinez and his wife want to reach a standard of quality where their buyers always know that they will get the best.



Victor began working in agriculture 14 years ago, primarily in producing kitchen herbs. Although he had experience in agriculture and working as a group leader, it wasn't until he heard about Alba and attended the classes, that he understood the why behind the what. He loved learning about how to manage a business and start to understand labor laws. And while the information was important, “the best part was the hands on experience and the help they can give us to open our own ranch.” Today he works at the Triple M farm on a plot that will soon expand to include rosemary and marjoram plantings.

Between the straight green shoots of chives, and the plants of thyme and tarragon, stand dark green fringes of carrots. Victor explains, “Those are my youngest daughter's plants. She loves agriculture and being out here in the open air. Carrots are her favorite, so we said, why not let her plant some?” He too, loves to work in the land, to “see a plant grow from a seed, to a small shoot, all the way to harvest.”

In the short term, Victor and his wife want to continue growing slowly to ensure high quality products. Soon they would like to add more agricultural equipment to their farm. But Victor's long-term dream is to one day work in conjunction with a local school. He sees the joy in his youngest daughter's eyes and wants to help other children to understand the beauty of working closely with the land and the fulfillment in seeing your hard efforts bring success.

