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Ode



Seven Oaks Ranch named one of the top 20 organic products companies
Ode Magazine October 2004
<http://www.odemagazine.com>

Garlic

A special whiff of success

Brian Chossek and Rinaldo Brutoco have already steered quite a few companies in the direction of increased sustainability. As business consultants and board members of the World Business Academy, <http://www.worldbusiness.org>, which encourages companies to take responsibility for social problems, the two men have become recognized authorities in the field of responsible business. So it's no wonder that Seven Oaks Ranch in Ojai, California—their latest joint venture—is a trailblazer in creating good working conditions for Hispanic farmworkers, who at most other ranches spend long hours in the hot sun for low wages and no insurance coverage.

Organic garlic, avocados, Meyer lemons, tomatoes and other produce are grown on the ranch, and sold at the local market. But a few Seven Oaks products are distributed nationally. These include Garlic Gold, a delicious combination of garlic and olive oil, part of a series of products from the "Rinaldo's Organic" line. This enterprise employs 25 people and the number keeps growing because sales are climbing and because each product is hand crafted to create as many jobs as possible. Staff are encouraged to continually take on new tasks to keep their work from getting monotonous while at the same time developing their talents.

Available in: United States

URL: www.garlicgold.com