



## THE AG CENTER JULY RECAP

### PENNY NEWMAN FARM PRODUCTS



At the start of July, we were thrilled to announce Penny Newman Farm Products as our newest affiliate! Penny Newman Farm Products specializes in high-efficiency fertilizers and soil amendments, with an emphasis on increasing water utilization. Give them a follow on social media or check out their website to learn more about what Penny Newman Farm Products can offer you!



### AG INDUSTRY HIGHLIGHT



Although Dallas Distributing Company was established in 1985, their family history within the sweet potato industry dates back to almost a century ago and spans over the course of five generations. It all began when Patriarch Theodore Dallas settled in the Atwater, California area during the height of the Great Depression. Mr. Dallas found that the sandy loam soil and warm climate were ideal weather conditions for growing sweet potatoes. Over the years, his acreage continued to grow and as a result, so did his sweet potato business. Formerly known as T. Dallas & Sons and Dallas Bros. Farms, his business eventually evolved into what we know today as *Dallas Distributing Co.* What began as a small, family farm has since grown into a full-scale farming, packing, and shipping operation; employing more than fifty full-time employees. Today, Dallas Distributing Co. continues to steadily supply their largest of customers with their produce, while also catering to small businesses such as restaurants and fruit stands.

#### INTERVIEW W/ DALLAS DISTRIBUTING BOB DALLAS

What has been your role in the family business?

I joined my brother, Tommy, back when we were still members of another Dallas co-op; Dallas Brothers Farms. In fact, our dad was the sales manager! The three of us decided to create *Dallas Distributing Company* so that we could market our sweet potatoes ourselves. We believed that the future of sweet potatoes was not just in farming the produce itself, but also packaging and distributing as well.

What is your favorite part of being in the Ag industry?

We have found a sense of independence within the Ag Industry. There is a fairly small market for our produce and as we continue to grow, we haven't required assistance from investors, so we tend to be left alone – unlike some of the larger sectors of Ag. We are proud to have that independence!

Which is your favorite- yams or sweet potatoes?

That's a trick question; they're all sweet potatoes! It really just depends on your preference. Yams tend to be more moist and sweeter than a sweet potato.

What's your favorite way to eat them?

I like to keep things simple... just put them in the oven and bake until you can put a fork through it! Then just add butter & a pinch of brown sugar.

### AGC59 COMPANY HIGHLIGHT



Based out of Chowchilla, California, Farmcom Real Estate specializes in agriculture, farm, ranch, commercial, and luxury property. Whether it be farm land or your forever home, FARMCOM can help you find the property of your dreams!

#### Farmcom is **HIRING!**

If you are a new realtor, a seasoned realtor, or someone who is looking to dive into an Ag centered real estate agency, contact Farmcom today.

Interested in working with Farmcom?  
Call [Kevin Deniz](#) at 559.232.5603.



### LET'S MAKE A TOAST!



[Season 2, Episode 3:](#)  
**Toast To Root Creative Marketing**  
Tune in to listen to Doug Brunner as he chats with Root Creative Marketing's very own Stephanie Steelman, Sam Justice, Alex Merritt, and Katie Villa about all things marketing. With a focus on the agricultural community, Root uses a modern and forward thinking approach when marketing for their clients. Root's goal is to help its clients stand out amongst their competitors.

### CENTRAL IRRIGATION IS SELLING

#### **HAND SANITIZER!**

[Central Irrigation](#) continues to sell hand sanitizer to help keep you and your employees safe from COVID-19.!

[For more information, please call or visit any of the following locations:](#)

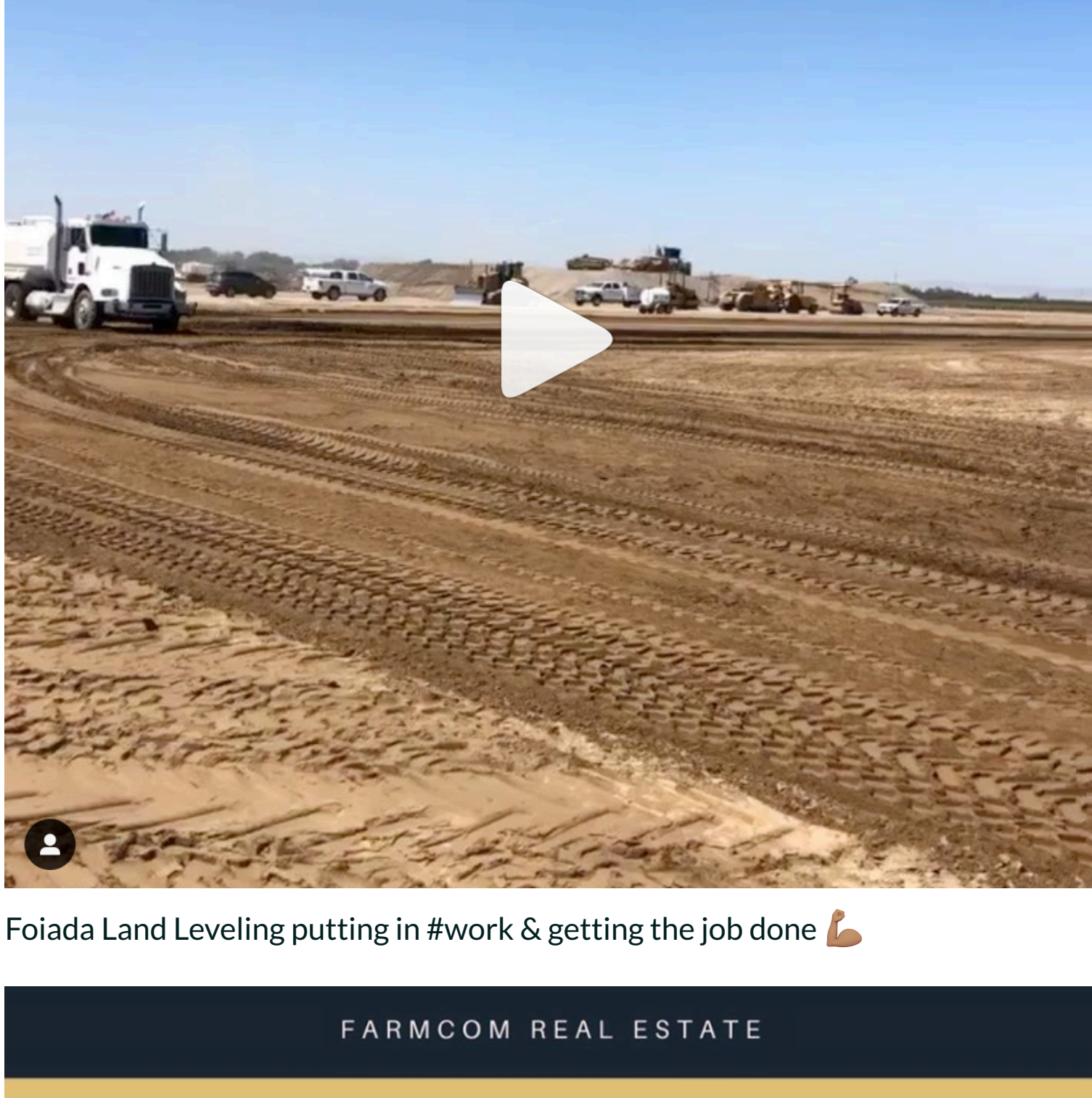
<b>Merced</b> 2941 Los Banos Highway, Merced CA 95431 209.262.3723	<b>Tulare</b> 4600 South K Street, Tulare CA 93274 559.358.4331
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**Chowchilla**  
22876 Road 15 1/2,  
Chowchilla CA 93610  
559.665.5777



### LET'S GET SOCIAL

The Ag Center got social during the month of July!



Foiada Land Leveling putting in #work & getting the job done 🍷



Farmcom shared its newest listing with their followers on social media! This office building is located in Fresno, California; an amazing investment opportunity! Are you interested in learning more? Contact [FARMCOM Real Estate](#) today.



**Almond Harvest Equipment Rundown**  
Are you interested in learning about all of the equipment and machines used during almond harvest? Check out the Ag Center's live from The Ag Center with Nathan Chang to get the scoop!

Want to get social with us? Follow [TheAgCenter](#) on instagram!



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