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It is my good fortune to work and make a living on the land as I place great value on the challenges and the freedom granted me by my work. For me, the great outdoors is the perfect work place and Mother Nature is the ultimate boss. My goal is to bring land, water, and labor resources together to produce a marketable food crop. Success at this endeavor requires knowledge of land use, environmental impacts, farming best practices and availability of manpower, all brought together in proper measure and with perfect timing. Weather is a constant unknown.

My career in agriculture began in citrus harvesting. Soon thereafter, citrus canker destroyed the Central Florida citrus industry and I transitioned to blueberry farming when a major grower of blueberries acquired reclaimed phosphate mine land and began farmland development. Coming onboard early was the ideal opportunity to learn blueberry farming from the ground up and to subsequently be in position to share my experience and knowledge with other farmers as they shifted into blueberry farming. A detailed description of work history follows.

Clear Springs Farms - Director of Agricultural Operations (June 2009-Present)

Design and development of 500 acres of reclaimed phosphate mine land to a productive conventional blueberry crop

Implementation of site specific low volume irrigation for best management practices.
Worked closely with Southwest Florida Water Management District for well water and surface water permitting, and modeling for different agricultural practices

Oversee the hiring of 600 local/seasonal workers for harvesting of blueberries, organic blueberries, and strawberries. Annual payroll of 3 million dollars

Create and implement food safety plans for Good Agricultural Practices (GAP) Certification

Oversee and manage all food safety, quality management systems, sanitation and regulatory adherence of a mid to large size USDA and FDA food production company

Work closely with DEP, USDA and Department of Labor, to assess the impact of agricultural practices and develop best practice models

Initiate effective farming practices resulting in 39% increase in blueberry production

Manage the daily operations of over 500 acres of fresh blueberries, organic blueberries, and strawberries.
Oversee 5 million dollar budget

Hermann's Family Holdings Corporation - Consultant and Developer (October 2020-Present)

Recently assumed responsibility for conversion of family farm for over 300 acres of citrus, cattle, and blueberries. Formulated a plan for improved profitability and sustainability to transition land use to 190 acres of strawberries and 75 acres of organic blueberries

Oversee the design and development of 65 acres of organic blueberries and 190 acres of strawberries.
Assume responsibility for daily operations at the ranch including food safety, implementing irrigation design and infrastructure, and employee management

Blue Labor, LLC – Owner/Operator (August 2011- Present)

Consult with small and large farm owners on development, infrastructure, fruit variety, irrigation, and chemical application

Identify and provide necessary resources for blueberry farming including pine bark mulch and container sales in order to ensure availability of quality products

Design, development and oversight of over 1,000 acres of organic and conventional blueberries

Florida Harvesters Inc. - (September 1997- June 2009)

Manage and oversee annual harvesting operation for over 4 million boxes of citrus

Logistics, managing harvesting crews, payroll, and dispatching of trucks

Volunteer - Board Member Florida Blueberry Growers Association