



NAPA VALLEY  
FARMWORKER  
FOUNDATION

NAPA VALLEY FARMWORKER FOUNDATION

## 2022 Annual Report

To support and promote Napa Valley's vineyard workers  
through education and professional development

# Letter from the President

In the Napa Valley we are truly blessed to have a vineyard workforce made up of individuals with unparalleled knowledge and skills. Farmwork is a craft that is not only gained from boots-on-the-ground experience, but also education and training.

I'm proud of all the education and training that the Napa Valley Farmworker Foundation provides to farmworkers each year. Seminars and classes to keep farmworkers up to date on the latest viticultural trends, improved land stewardship, and leadership and management training are invaluable for creating better leaders in our industry. It is beyond gratifying to witness the career growth of farmworkers who, year after year, attend classes to learn important management skills.



**PAUL GOLDBERG**

Last year more than 800 farmworkers attended our classes and trainings. More than 2000 farmworkers and their families attended Día de la Familia, where they learned about different community resources available to them and had direct access to the staff of the more than 50 organizations who spent their Sunday to educate this important part of our community.

We are so grateful and could not do this without your support. Your contributions have allowed us to celebrate the expertise of the nearly one hundred farmworkers who compete in our annual pruning contest. Through the Foundation's Fields of Opportunity program you have helped connect dozens of high school students with mentors in all areas of the industry to nurture the next generation of leaders, and your donations provided 250 farmworkers the opportunity to spend three intense days learning how to better lead and manage in their field—and so much more.

With your generosity, our programming has continued to grow, and this next year, we are expecting a greater expansion of class topics, seminars, and leadership workshops.

Thank you for your dedication. Your support is changing lives and strengthening our community.

With gratitude,

Paul Goldberg, President

*Napa Valley Farmworker Foundation*

# 2022 by the Numbers

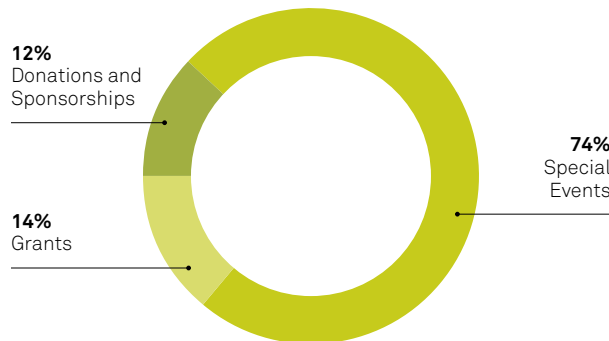
**THE NAPA VALLEY FARMWORKER FOUNDATION WAS ESTABLISHED IN 2011**, the first organization of its kind in the United States. Today, it continues to provide programs that focus on developing skills in adult literacy, vineyard operations and safety, leadership and management, mentorship, and family life. By putting opportunity within reach of Napa Valley's vineyard workers, our entire community rises together.

**\$1,617,000**  
INVESTMENT

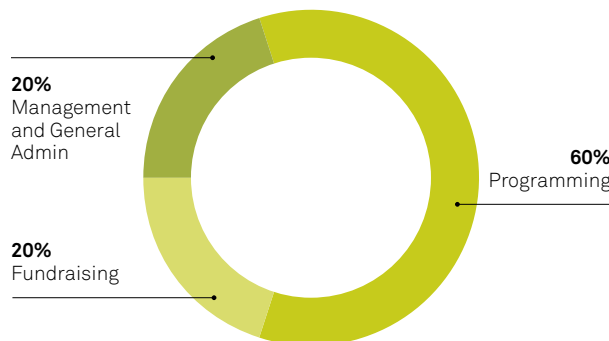
**2,780**  
FARMWORKERS

**542**  
HOURS OF EDUCATION

## Revenue



## Distribution



## Grants

Grant funding not only supports our educational programming, but also shows that key governmental agencies, such as the California Department of Food and Agriculture (CDFA) and the United States Department of Agriculture (USDA), believe in our work and in our ability to have a positive impact through education. In 2022, we were honored to earn the following highly competitive grant awards:

- The USDA 2501 - Socially Disadvantaged, Beginning Farmers and Ranchers Grant, which provides \$347,700 of funds over three years. It's earmarked for programming designed to **increase the profitability and economic stability of socially disadvantaged farmers and farmworkers in the Napa Valley** through training and technical assistance.
- The CDFA Specialty Crop Block Grant earned \$447,441 in funding distributed over two and a half years. It targets programming **focused on building and retaining the current and next generation workforce for Napa's wine-grape industry** through mentorship, literacy and leadership education.



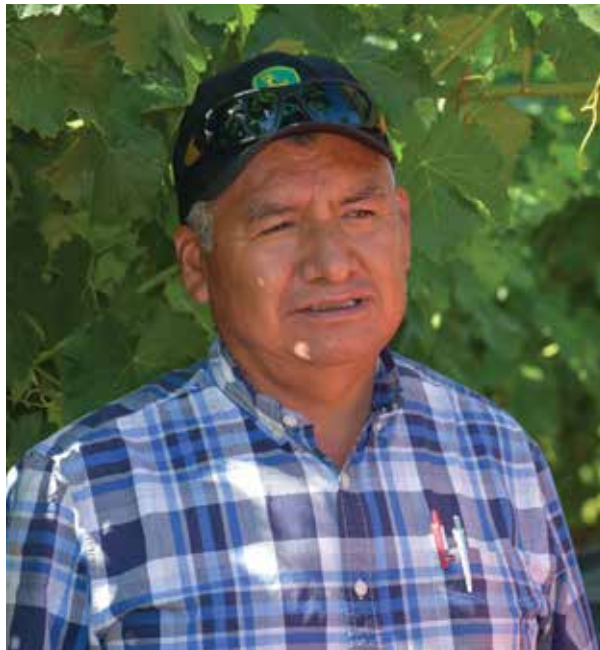
# Adult Literacy

## EDUCATION IS THE KEY TO ADVANCEMENT, PROFESSIONALLY AND PERSONALLY.

In every survey of our program attendees, English and financial literacy classes are the top requests. In response, we offer a range of instruction, from English and math-intensive classes to computer courses. For individuals with little to no education, these classes impact every aspect of their lives, from attending their children’s school meetings to pursuing a promotion at work and providing a path to advancement.

### The Student: Porfirio Martinez

“Harvest is when I am the most satisfied in the vineyard. It concludes a years-long worth of hard work and preparation,” says Porfirio Martínez, supervisor at Carpenter Vineyards.



**PORFIRIO MARTINEZ**

Born in Oaxaca, Mexico, Porfirio has been working in the vineyard for more than 35 years, beginning in Baja California, moving north to Fresno and then to Napa where he joined Carpenter Vineyards 28 years ago.

**“I have liked pruning since I was a very young, and I was very fast.** Since I began working, I have had several mentors. My first supervisor taught me how

to prune a vine, how much space to leave, and if to cut the vine,” Porfirio says when describing his career path, “When I arrived here, Dr. Carpenter, the owner of the vineyard who passed away, was a great mentor. He used to tell me, ‘Whatever you do not understand, ask me and I’ll teach you, or we’ll find the answer.’ And little by little, I began to adapt to the work.”

Porfirio discovered the Napa Valley Farmworker Foundation at a time when he was seeking more education. Since then, he has taken advantage of all the classes offered. His favorite is the English classes. “I understand a lot of English, but I need to practice speaking more. I also went to classes on pesticides and CPR, among others,” he says, **“If we are given the opportunity to attend classes, we are given the opportunity to broaden our knowledge, improve in our jobs, and improve as a person.”**

### Programs and Classes

145 farmworkers participated in the 2022 Adult Literacy programs and classes, which included:

- English Program
- Welding Certificate Program
- Workplace Math
- Introduction to Excel
- Excel for Supervisors
- Calculating Costs Per Acre
- Farming Operations to Meet Goals
- Steps to Home Ownership



# Vineyard Operations and Safety

**MAINTAINING A HEALTHY WORKFORCE IS OUR PRIORITY.** Our Vineyard Operations and Safety programs seek to achieve this by offering a range of educational opportunities, from forklift training to first aid as well as farming practices. The highlight each year is the Pruning Contest, where farmworkers compete for prizes and are judged on efficiency and quality of work. This opportunity to demonstrate capability and expertise, builds camaraderie and a stronger Napa Valley.

## The Donor: Bill Nemerever

**“It’s important to me that farmworkers have opportunities for advancement,”** says Bill Nemerever, an avid supporter of the Napa Valley Farmworker Foundation. Bill has been a long-standing champion for the foundation and a sponsor of the Pruning Contest, which thanks to the generosity of our donors, provides farmworkers with a platform to showcase their craft.

The dedication Bill has shown to the Napa Valley Farmworker Foundation is a reflection of his lifelong appreciation of the Napa Valley. It was the destination for his honeymoon with his wife, Ginger, then a place to visit and bring friends when the young couple lived in Mill Valley. Later after moving to the East Coast, the Nemerevers began vacationing in Napa, with the thought that they’d retire here one day.

## Courses

In 2022, more than 600 individuals participated in Vineyard Operations and Safety courses, which included:

- AgCode Mobile App Virtual Training
- CPR and First Aid
- Field Trip to Martinez Orchards
- Harvest Night Safety Virtual Training
- Heat Illness Prevention Virtual Training
- Pruning Contest
- Train the Trainer – ATV
- Train the Trainer – Pesticide Virtual Training
- Train the Trainer – Forklift
- Wildfire Preparedness Virtual Training



**Verónica Medina Reyes of Bayview Vineyards celebrating her 2nd place finish at the Napa Valley Farmworker Foundation’s 20th annual Napa County Pruning Contest.**

When Ginger found what would become their home, it included a bonus, Bill says, “We inherited a vineyard planted with Cabernet Sauvignon.” And with that vineyard came an awareness of the talent, skill and precision required to care for it. Bill not only wanted to recognize those who tended the vines so carefully but also wanted to support opportunities for their continued growth and advancement.

“Napa Valley is an incredible place—the weather, the beautiful scenery, the friendly and open people—and it sets an example for other regions and countries on how to elevate the role of farmworkers.” Bill adds, “We support the Napa Valley Farmworker Foundation because its work achieves this.”



# Leadership and Management

**FOSTERING FUTURE LEADERS IN VITICULTURE IS CRITICAL** for our industry. Each year, 250 vineyard workers and supervisors attend our leadership and management conference, recently renamed CULTIVAR. A three-day intensive program, **CULTIVAR is focused on leadership and communication skills, viticultural best practices, and safety in the workplace.** It's led entirely in Spanish by industry experts, both local and from other wine regions. And it is free for all Napa Valley farmworkers, thanks to our donors and sponsors

## The Employer: Daniela Bazán

"The Napa Valley Farmworker Foundation helps connect farmworkers with vital resources, educational opportunities, and everything else going on in our community. **That connection in turn inspires farmworkers to become more active in the community inside and outside of work,**" says Daniela Bazán of Bazán Vineyard Management/Bazán Cellars.

Despite spending her childhood running around vineyards behind her father, Daniela didn't intend to work in viticulture. Instead, she dedicated herself to studying, earning bachelor's degrees in Spanish and Latin American Studies from University of San Francisco (USF), a master's degree in Ethnic Studies from University of California at Berkeley, as well as a master's degree in environmental management from USF.

As the office administrator of her family's business, Daniela runs the day-to-day operations, from safety training to specialized projects in the vineyards. She's also instrumental in sending employees to CULTIVAR. **Paying employees for the time they spend at the conference is an investment,** one that Daniela recognizes has benefits. She says, "As a small company, to have these resources available to our staff is invaluable."

Daniela invests in her employees and farmworkers in other ways as well, including contributing her time and efforts serving on the Napa Valley Farmworker Foundation's Education Committee. She says, "**Opportunities like CULTIVAR empower farmworkers to assume more responsibility and**



Daniela Bazán leading a vineyard table topic at the 2022 CULTIVAR Conference.

**take more initiative.** The more seasoned conference attendees are also very invested in shaping the industry, elevating the importance of the workforce, and creating opportunity to share and transfer their hard-earned knowledge to the next generation. **The legacy of the older generation of farmworkers is monumental and continuing to invest in the grassroots-led development of the farmworker community is indispensable to the Napa Valley."**



# Mentorship

**CULTIVATING THE NEXT GENERATION OF FARMERS IS CRUCIAL** to the success of the Napa Valley. **The Patrick Foley Fields of Opportunity Summer Mentor Program** fills that need with its annual summer program that matches grape growers with high school students interested in learning about careers in farming.

## The Mentor: Kendall Hoxsey-Onysko

For Kendall Hoxsey-Onysko of Napa Wine Company/ Yount Mill Vineyards, being a mentor for Fields of Opportunity provides its own benefits. She says, **“It is crucial that we mentor the next generation** because they represent the community where our business resides. As mentors, we learn too, like how to continually hone our management skills, all while reinvigorating our love for the business. We highly recommend that every business in Napa Valley participates in Fields of Opportunity through the Farmworker Foundation.”

## The Intern: Angel Alonso

“At each step, everything lined up just right to prepare me for the next one,” says **Angel Alonso**, a 2022 Fields of Opportunity graduate. “First, I was in the **summer program as an intern at Napa Wine Company**. When it ended, I was hired by Walsh Vineyards Management, and when I finish school, I’ll start a new job there.”

As a young boy who was more interested in taking things apart than building them, Angel quickly



**ANGEL ALONSO**

developed diagnostic and repair skills after buying his first car. And then came his internship with Napa Wine Company and his job with Walsh, where he learned to work on tractors and trucks. **“I appreciate what I learned. I was never put in a situation that there wasn’t someone there to help me if I needed it.** And the people there are so qualified.”

Now enrolled in school where he’s studying diesel technology, Angel intends to become a mechanic, but he says he also learned to weld during his internship, so if he changes his mind, he has other options.

**“Fields of Opportunity opened so many doors for me.** The connections I made make it easy to believe that everything will work out as it’s meant to.”



**Graduates of the 2022 Patrick Foley Fields of Opportunity Summer Mentorship Program.**



## Family Life

**BUILDING COMMUNITY EXTENDS BEYOND THE VINEYARD** and classroom for farmworkers and their families. Día de la Familia offers them the opportunity to connect with over 50 local organizations, from law enforcement to legal aid, in a fun-filled street fair, featuring health screenings by OLE Health, taco lunch, mariachi, and more. By providing access to resources, families are made stronger and feel more connected to the Napa Valley community-at-large.

### The Community Partner: Blanca Huijon

**“Día de la Familia honors farmworkers and communicates to them that they are an important part of the Napa Valley economy,”** says Blanca Huijon, Executive Director of Puertas Abiertas.

After completing college, Blanca joined Puertas Abiertas in 2010 as a Case Mentor and was appointed Executive Director in 2019. Today she is one of only four female Latino executive directors among all of Napa Valley’s non-profit organizations. A first-generation immigrant, Blanca has experienced the similar struggles as the community she serves, giving her keen insight into how its needs can be met. She often addresses sensitive topics, such as health, wellness, immigration, food insecurities, and works closely with her community partners to assist the Latino community



**OLE Health hosted free health screenings at Día de la Familia.**

to provide information and reliable resources, including workshops on becoming a citizen, housing, labor, consumer rights, among others. She also advocates for more opportunities for Latinos to join boards to ensure that the needs of our Latino community are heard.

Puertas Abiertas has helped organize Día de la Familia for several years. Blanca supports it because it honors vineyard workers. **“Día is culturally appropriate. It includes families—kids can enjoy tacos, paletas, arts and games—which brings families closer together.** But it’s not a party, it’s an opportunity for families to learn about different resources available to them,” she says.

Puertas Abiertas advocates elevating the work and worth of vineyard workers, aligning seamlessly with the educational opportunities of the Farmworker Foundation. Blanca says, **“I love the partnership with the Napa Valley Farmworker Foundation, and I hope it continues to grow in the future.”**



**Dance groups perform for Dia de la Familia festival-goers**



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*“If we are given the opportunity to attend classes, we are given the opportunity to broaden our knowledge, improve in our jobs, and improve as a person.”*

— PORFIRIO MARTINEZ

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