



Dr. Rocky Dhaliwal was born into a family of growers with a long tradition of farming nut crops. He has a history of farming dating generations back in India. Migration to the United States has provided him an opportunity to establish farms in California and these have proven to be a success with the steady increase in farms as the years progressed.

Since taking the helm as CEO of Valley Pride Farming, he has increased the farm land in California and more recently a substantial amount of land in Arizona.

Valley Pride Farming employs the vertical integration model developed by the company which consist of not only farming but incorporating a 'Farm to Fork' method in which they grow, harvest and market their crops around the world. This has largely contributed to their growth and has resulted in a diversified profit center for the company; providing a much-needed hedge against wild swings in commodity prices. Incorporation of all the elements provided a higher quality product at a lower cost and has made them more competitive in the world market place.

Dr. Rocky's background and expertise in the farming industry, along with the open mindedness to new ideas and business models, and more importantly a humble attitude are qualities that will be of valuable assistance to the Pistachio farming industry and its future.