

John Martin

55, Fresno California

Farm Owner

• STATUS

Married

• SALARY

\$80k

• NUMBER OF KIDS

3

PERSONALITY

- Hard Working
- Risk Taker
- Patience
- “Gut Instinct”
- Positive Outlook

BIO

John is an owner of a 350 acre farm in Fresno, California for almost 25 years. John met his wife Lisa while attending college at Cal Poly, San Luis Obispo where John earned his degree in Agricultural Business and Lisa in Communications. Married for almost 30 years now, the two have raised 3 kids Nick (27), Ryan (24) and Danielle (22). Although all their kids help with the farm growing up, Ryan followed in his fathers foot steps and received his degree in Agricultural Technology at UC Davis. Ryan now works for John helping him research and implement new technological advances to keep a sustainable farming system. John hopes Ryan will take over the family farm once he retires in the future.

Every week John sells his produce at farmers markets throughout the Marin, San Mateo and Alameda counties. Seeing that sales at the farmer markets currently provide about half of the business’ income, John is always looking for ways to be involved in the community and establish relationship with his customers at the farmers market.

Motivations

SELF-FULFILLMENT



CONTINUATION OF FAMILY BUSINESS



FAMILY INCOME



COMMUNITY RELATIONSHIP



Goals

- Maintaining a profitable and long lasting farming operation for family generations
- Be cutting edge and stay up to date on the latest farming technological advancements
- Build profitable customer relationships and continue to establish relationships within the community.

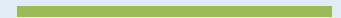
Frustrations

- Trumps Tariffs tanking the overall net farm income by 12% in 2018
- Trumps Tariff’s increasing price of equipment making it hard to upgrade farming machinery or even fix broken machinery.

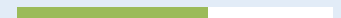
“Strong Communities are built around local, real food. Food we trust to nourish our bodies, the farmers and planet.”

Behavior

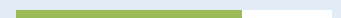
Overseeing Farm



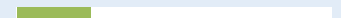
Physical Labor & Operating Machinery



Planning & Marketing the Farm



Free Time



Healthy food consumption



Influences

- Technology
- Tariffs
- Family
- Economic Rational
- Weather & Environment

Technology

- iPhone
- Dell Laptop