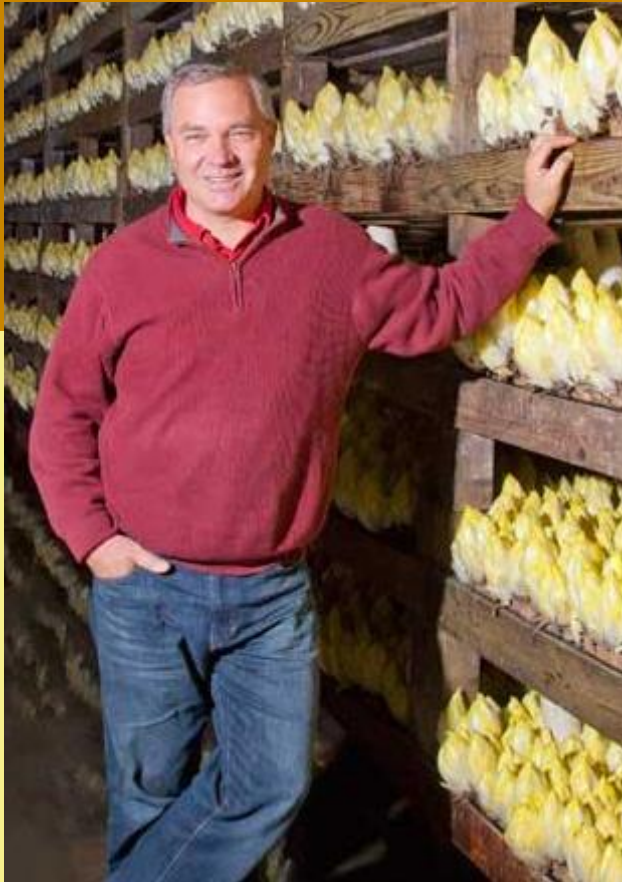


CA ENDIVE FARMS

CALIFORNIA
ENDIVE



California Endive Farms Founder Rich Collins



Belgian Endive took the world by storm when it was introduced in Paris in 1872. It quickly became so popular that it was nicknamed "**white gold**".

About a century later, a young American named **Richard Collins**, focused on becoming a specialty farmer, made his own discovery of endive while working in the kitchen at a California / French eatery called Restaurant La Salle. The owner, preparing braised endives, told the wide-eyed youth that he should consider growing endives as he had just paid four dollars a pound for them! Fascinated by the prospect of producing this elegant vegetable, Rich bought some seeds and planted them in the family vegetable garden.

By 1983, Rich had begun commercial production of locally grown **endive** in Vacaville, launching **Rebel Farms** and a new tradition, rich in history of this elegant vegetable. Rebel Farms was later renamed **California Endive Farms** and it remains the largest American producer.

A leading innovator in refining the complex process of growing the highest quality **California endive** (both red and white), California Endive Farms is dedicated to consistent production of the highest quality endive in the marketplace.

RIO VISTA, CA

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**RED & WHITE
CALIFORNIA ENDIVE**

*This is part of a series of Local Grower Profiles by
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