The Rodriguez Ranch started in the 1950s, and it was originally 55 acres of wild scrub brush cleared by hand and with mule teams. It started as a conventional tomato and squash farm, but went through several transitions over the years. Following several illnesses caused by exposure to agricultural chemicals, Joe Jr., decided to try the organic method of farming. Then in 1986, after much success growing crops organically, Joe obtained his CCOF certification and JR Organics was formed. The growing practices used include the finest fertilizers, compost, beneficial insects and proper soil management. You are assured the produce grown at JR Organics is richer in vitamins, minerals and flavor than most vegetables, herbs and fruits you could obtain anywhere else.