



Jose Alcaraz
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Farm Location: South Bay

Farm Size: 1/2 acre

Main crop: Vegetables and Flowers

MY FARM STORY

Meet Jose Alcaraz of Pixca Farm! The farm started as a co-op with the intention of growing a community around food. Jose stands behind his farm's mission of growing higher quality food for lower income communities, and he is able to do so through the farm stand, as well as to through his relationships with local catering companies.

Jose and his business partners sell a variety of vegetables and flowers to the community through their farm stand on Tuesdays (3pm - 6pm) and Fridays/Saturdays (11am - 2pm). The stand serves as the connection between Pixca and the community, Erik Rodriguez, Jose's business partner explains, "Seeing people do their weekly shopping with us, it makes our day knowing that we made their day." Erik shares farm stand stories while working in the fields with Jose, so there is that connection of who is eating their fruits of labor.

One boy who shops at the stand with his mother bought a pepper plant, and likes to show pictures of his plant's latest growth to whoever is working the stand at the time. As of recently, the boy has bought a Swiss Chard plant, Erik explains "I thought wow, this could be the next generation of farming we're planting the seed in." This is the type of impact Jose believes the farm can have, "Hopefully I spark something in the people I meet along the way to follow their dreams and to find the platforms to get them where they want to be."

As a young person of color navigating through the agriculture industry, Jose appreciates the support he's received so far, "I'm pretty content to have all the help and guidance I've been receiving. Most of it has just come to me, I accept and embrace it" Jose explains.



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