

Canyon View Farms LLC

San Diego County



Juan Villegas
Canyon View Farms LLC
Fallbrook, CA

Farm Location: Fallbrook

Farm Size: 1 acre

Main crop: Avocados and Persimmons

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Meet Juan Villegas from Canyon View Farms! Juan grew up in Mexico, then moved to the states when he was 12 where he attended middle and high school. During his time studying at Fallbrook High School, Juan worked part time as a bee keeper where he tended to 3,000 bee hives. Even through working the grueling summer months, Juan discovered his newfound passion for sustainable agriculture. Juan attended Mira Costa College then transferred to Cal Poly Pomona where he received a degree in Plant Science. During his time studying in Pomona, Juan grew vegetables, tropicals, exotics and nurse plants. The experience and knowledge gleaned from his time at school helped direct Juan to create his ideal business.

"I want to have a micro-farm, where I grow a diverse number of crops for myself and the community and that will also benefit the soil" he explains. Juan hopes that his small-scale farm operation will open the door for people to visit and learn about farming and where food comes from. Juan envisions his farm to serve as a bridge between agriculture and communities, a model he witnessed first-hand during an internship in Costa Rica. "The community can come anytime to see what I do, experience what's in season, and learn why it's better to try to consume based on what's truly in season" Juan describes.

Juan's family owns 5 acres of farm land in Del Luz, where they grow a diverse collection of tree fruit and crops including: avocados, citrus, pomegranates, persimmons, mulberries, dragon fruit, passion fruit, figs, Brazilian cherries, mangos and cherimoyas. Throughout the pandemic, Juan connected with many of his neighbors in the area and learned that many of them need help. "One day, I'd like to expand our operation a little bit by helping my neighbors sell their crops as community at the markets. It would really benefit the community, and showcase that a lot of our food comes from small local farmers who have a hard time marketing their products. I know it would be appreciated," Juan explains.

When it comes to selling his produce, Juan seeks to bring crops to the market that are usually not available, in hopes of introducing consumers to new food experiences. "You might find things at my booth that other farmers sell, but you'll also see one or two items that you have never seen before." You can find and purchase crops from Juan from 9:00am - 1:30pm on Wednesdays at the Little Italy Farmers Market and 9:00am - 1:30pm on Saturdays at the Fallbrook market. Outside of farming full-time, Juan enjoys traveling, hiking, and learning about other cultures.



Juan Villegas, Canyon View Farms LLC