



Sembrando Salud Announces First-Ever Berry Fun Color Run In Watsonville, California

Reiter Affiliated Companies Health Initiative Empowers Agriculture Workers and Their Families to Create Healthy Habits through Fun and Family Oriented Events

May 1, 2017 – (Watsonville, California) – The Berry Fun Color Run, hosted by Sembrando Salud, will take place on Sunday, May 7, 2017 at Ramsay Park in Watsonville, California starting a 9:00am.

Employees of Reiter Affiliated Companies, Reiter Berry Farms and their partners are invited to participate in this free event. All Berry Fun Color Run participants will receive a hat, sunglasses and medal for completing the race. Pre-run and post-run snacks will be available for all participants.

Sponsors for the Berry Fun Color Run include: Reiter Affiliated Companies Reiter Berry Farms, JAL Berry Farms, San Benito Farms, Fuentes Berry Farms, River Valley Farms, BE Berry Farms, Sunset Bay Farms, 3rd Gen Berry Farms, El Camino Berry Farms, Maripa Berry Farms, Quiedan Company, True Organics, Health Stat, AgroPlasticos, Grand Topham, Epa Plasticos, and Navid Dayzad, Esq.

“The most important part of our organization is the people who form it,” said Gilbert Yerena, vice president of production for Reiter Affiliated Companies. “If we can help influence positive change in their lives, and the lives of their family by hosting events like the Berry Fun Color Run we are truly delivering on our company mission. I will be there on Sunday, cheering for all of the participants and their families from start to finish, as they take steps to creating a positive impact on their health.”

Sembrando Salud will host a total of three 5K events throughout California in 2017. Each event will be free for employees, and incorporates representatives from local, county and state resources that are valuable to the farm worker population.

Sembrando Salud, established by Reiter Affiliated Companies (RAC), is an obesity and diabetes prevention program that helps create healthy ranch communities throughout California. On average, 600 farm workers graduate from Sembrando Salud annually in the U.S.