Sembrando Salud Health Educator Recognized For Dedication To Helping Agricultural Workers And Their Families Lead Healthier Lives

Maricela Gutierrez has helped more than 2,500 farmworkers as a health educator for Reiter Affiliated Companies

Oxnard, Calif. (PRWEB) April 29, 2019 -- Maricela Gutierrez, Sembrando Salud Health Promoter for Reiter Affiliated Companies (RAC), recognized by El Concilio Family Services as a recipient of their 2019 Latino Leadership Award.

El Concilio Family Services, a nonprofit organization who provides assistance and educational programs to the underserved Latino community, recognizes leaders annually for their contributions to Ventura County. This year’s award theme, Making a Difference Together We Thrive, resonated with Yissel Barajas, CHRO for RAC, who nominated Gutierrez for the honor.

“I have known Maricela for the last nine years and in this period of getting to know her, I have realized that her line of work is greatly aligned to her true calling,” said Barajas. “She is heavily involved in her community, helping motivate residents of our county to lead healthier lifestyles by coordinating multiple health and wellness activities including health sessions, Zumba classes, summer-time hikes to local trails, and monthly food distributions in collaboration with Food Share.”

Over the course of Gutierrez’s career at RAC, she has helped more than 2,500 farmworkers and their families learn how to lead a healthier lifestyle. She is well known for her ability to educate farmworkers while creating a sense of community and appreciation on the ranch.

On Friday, April 12, 2019, Gutierrez received her award during the annual Latino Leadership Awards ceremony. Garland Reiter, Executive Chairman of RAC, shared the following before handing Gutierrez her award.

“Throughout her childhood and evolving to today, her unique ability to influence others towards positive health outcomes is what makes Maricela Gutierrez an outstanding leader in the Latino community. This year marks RAC’s 10th Anniversary of the Sembrando Salud Program and our FreSalud Clinics, in which we jointly committed to making a difference to the health and wellbeing of our farmworker community. That commitment, however, is only possible through the efforts, advocacy and leadership of people like Maricela Gutierrez.”

Gutierrez was recognized alongside other outstanding community leaders who have helped elevate the lives of many Latinos through their work.

To learn more about Reiter Affiliated Companies, please visit: www.berry.net

About Reiter Affiliated Companies
Reiter Affiliated Companies (RAC) is the largest fresh multi-berry producer in the world, growing Driscoll’s proprietary varieties of strawberries, raspberries, blueberries, and blackberries year round in the United States, Baja California, Central Mexico, Portugal, Morocco, Canada and Peru.
The Reiter family began farming in the San Francisco Bay Peninsula and by the turn of the century had migrated south into Watsonville and the Santa Clara Valley. By the late 1970’s, operations expanded into Southern California where the headquarters is today. The company values of Honesty, Fairness and Respect line the corridors of every office, guiding and leading business principles and decisions. Those decisions have resulted in the organization’s position as an industry leader, adopting health and wellness programs, opening primary health clinics and partnering with local organizations to improve the quality of life for the farmworker community.
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