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## JOEL DIMAS | MANAGER, FRESH CARROTS OPERATIONS, TOLLESON, ARIZ.



**"What does our company culture – *People Powering Purpose* – mean to me? I think it means people working together to make something that is good for people and their families."**

**- Joel Dimas | Manager, Fresh Carrots Operations, Tolleson, Ariz.**

Joel Dimas became part of the Bolthouse Farms family in 2020 after the acquisition of Tolleson, Ariz.-based Rousseau Farming Co.'s carrot operations, where he had worked for 15 years. "Joining the Bolthouse Farms family was something that I viewed as a positive – more products, more work, and most importantly, more opportunities to grow with a good company." As Manager, Fresh Carrots Operations, Joel wears many hats in fresh operations, including that of technician and mechanic as the Tolleson facility transitions to new carrot bagging machines.

The progress carrot operations has made with new equipment since the acquisition is exciting to Joel as he believes that greater automation allows for greater efficiencies and a better, deeper understanding of the business as Bolthouse Farms continues to innovate.

Feeling that his colleagues have become a tight knit family, he said that even though he works in Tolleson, a smaller, remote facility for the company, he always feels included in the bigger Bolthouse Farms family with his brothers and sisters in Bakersfield, Calif., Prosser, Wash. and Hodgkins, Ill.

An acquisition can bring some unknowns to long-time employees like Joel, but his favorite memory with Bolthouse Farms so far is the warm welcome he and his colleagues received from the team. This reception to the new Rousseau Farms team confirmed Joel's initial impression that Bolthouse Farms was a good company and has since strengthened his desire to stay with the organization.

Working for a carrot company makes Joel very popular at home too. The Dimas Family loves grilling whole carrots, seasoned with a little oil, salt, and pepper, for a quick and easy side dish during family gatherings! And of course they all love to snack on baby carrots too!

The company culture – *People Powering Purpose* – mirrors what Joel experienced early on with Bolthouse Farms, "people working together to make something that is good for people and their families." This was fitting from a man with a personal motto "to start every morning with a prayer and the purpose of doing something good for others while enjoying the day." Family and faith are very important to Joel, which was clear when he spoke of his personal hero – his younger brother Jorge. Jorge was the first in the family to attend college and then went on to earn his doctorate. "I am so proud of my brother who is now a physical therapist in Visalia, Calif. He inspires me every day to work hard towards my goals as a manager with Bolthouse Farms!"