

Fresno County Farm Bureau

Friends of the Family Farm Premium Member

Cal West Rain

Bringing innovation to the Valley's pump and irrigation needs



Established in 1989 by Larry Isheim, Jim Martin, and a major farming company, Cal West Rain (CWR) prides itself on being a one-stop shop for their customer's pump and irrigation needs. From large well developing engines in the country, to tiny drip emitters, CWR is able to design, sell and service it all.

Martin and Isheim each bring over 40 years of expertise to the company; Martin in the pump industry and Isheim's from the irrigation business. After meeting with the farming company, they quickly realized the Valley's need for a company that offered both pump and irrigation services and founded CWR in October 1989. Since then, business has continued to grow. In addition to their home office in Kerman, the company has opened branches in Hanford and Paso Robles.

The company's market territory includes Stanislaus to Kern Counties in the San Joaquin Valley and southern Monterey County to northern Santa Barbara County on the Central Coast. CWR employs 128 people between all three locations, although a majority of these employees work out of the Kerman office. Both Martin and Isheim have sons involved in the management of the business.

Martin and Isheim agree that they have some of the best and most trustworthy people in the business working for them. It is because of these employees and the relationships that they are able to form with customers that CWR has been so successful. "We value the relationships that we have formed over the years. Many of these growers have become friends," said Isheim.

The company suffered the loss of one of these valued employees this past summer. Bob Simonian was a professional in the ag pump business and was employed by Cal West Rain for over 25 years; he was cherished by both his clients and colleagues.

Each day at CWR is unique. Certain pump projects can last three to four days, whereas drip irrigation jobs can take three to four weeks to complete, from design

to installation. CWR's goal is to keep their customers in business, and they value the fact that they can provide the combination of two businesses in one. You won't find an irrigation company with a pump division the size of CWR and vice versa. CWR also prides itself on the fact they can provide all their services with a minimum use of subcontractors.

Commodity prices and the drought in recent years, have been a huge driver of business. Many farmers in the Valley have switched to drip irrigation with the planting of almond and pistachio orchards. They specialize in vineyard drip irrigation and orchard micro irrigation, as well as subsurface irrigation in row crops. Additionally, due to the drought, CWR has had an increase in demand for pumps and engines. CWR currently does everything but drill wells. With expertise in repairs, well developing, installing turn key jobs and having diesel and natural gas engines, they are a leader within the industry.

CWR is very supportive of the local community. Every year they sponsor Hinds Hospice's annual



Angel Babies golf tournament. They also have an outdoor display at the World Ag Expo. Outside of CWR, Isheim and Martin stay active by supporting various agriculture related trade organizations.

Martin and Isheim have been longtime supporters of Fresno State, through the Ag One Foundation and the Bulldog Foundation.

Cal West Rain has been a valued member of Fresno County Farm Bureau since 2001. The company became a *Friends of the Family Farm* because of their belief in the organization's mission. Martin stated, "If farmers are successful, businesses will be successful and it's important to support organizations advocating on behalf of the agriculture industry."

For more information on Cal West Rain, please visit <http://www.calwestrain.com>.