

Fresno County Farm Bureau

Friends of the Family Farm Sponsor

The Brandt Company

Providing service for specific grower needs

Brandt Monterey has provided Central Valley agriculture with nutritional products since 1963. The company produces specialty formulations that are specific to individual farmers' needs.

Formally known as Monterey Ag Resources, the company was acquired by the Brandt Company in 2013. Even through the acquisition, the company has remained focused on supporting the local agriculture industry.

"The work that Fresno County Farm Bureau does is world class and the partnership with *Valley's Gold* on ValleyPBS helps create a voice for the industry," said Karl Barnhardt, director of marketing for the Brandt global organization. "It is a natural fit for Brandt Monterey to be a part of the organization in some way."

Brandt was established in 1953 by the Brandt family in Pleasant Hills, Illinois. The company sells products in 48 U.S. states and in 45 countries. Operating out of three primary locations, each has a main function to make the brand work. The corporate headquarters is in Springfield, Illinois, along with a retail location in Avon Park, Florida. The Fresno branch also manufactures products that are primarily sold on the West Coast, but can be shipped internationally.

The local office employs 110 people. Brandt has over 350 full-time employees across the United States and just fewer than 500 total global employees. Many of the people that are part of Brandt's sales force work out of their homes; those that work in other countries around the world develop partnerships with local distributors in their areas.

According to Barnhardt, the goal of Brandt Monterey is for their customers to make more return of their investment. The company is able to accomplish this by bringing the farmer or distributor the latest technology available to make their business more efficient.

Barnhardt has been the head of the marketing department for the Brandt global association out of Springfield since 2011.



He oversees all of the press communications, the company website, advertising, corporate marketing and sponsorships. As Brandt continues to grow, they have been able to maintain their family-grown roots. Barnhardt credits this to the success of the company. This is also one of his reasons that the company is unique. "The people that work at Brandt are special."

Much of the reason the acquisition with Monterey Ag Resources has been such a success is because former owners, John Salmonson and Tommy Thompson, operated with a very similar business model. "Their company had the same values and environment as Brandt, so it was the perfect combination," Barnhardt said.

Barnhardt grew up on a small family farm in Pennsylvania, so agriculture is in his blood. "Once you have dirt under your finger nails, it's hard to get it out."

That same enthusiasm is evident in the company culture at Brandt. "We are proud to be a part of the ag industry's efforts to feed the world. It's a compelling and important mission that we take very seriously. Whether we are helping grow grapes in Fresno, corn in Springfield or zucchini in Wilmington, we're always working hard to feed the world."

Going forward, Brandt Monterey will continue to be a significant resource to farmers in the Central Valley and the entire Western United States. In addition to the Fresno County Farm Bureau, the company has created partnerships with local companies such as ValleyPBS and Gar Tootelian, Inc. and plans to stay engaged in the community.

For more information, visit www.brandt.co.