

Board Profile: Nick Rocca

Agriculture runs deep in Nick Rocca's family history. His great-great-grandfather immigrated from Italy to the Bay Area before eventually settling in Fresno, where in 1932 he purchased the farm Nick still calls home today. What started as a cotton and small-crop farm was expanded by Nick's grandfather, Earl, who introduced almonds and grapes after returning from military service.

A Fresno State graduate, Earl became a pioneer in raisin production during the early 1970s, helping to develop mechanized grape harvesting and the continuous tray method. The innovation transformed the industry, allowing three people to complete a harvest in just five days, a task that once took 40 people the same amount of time. The Rocca family still mechanically harvests the same vineyards today, a practice that has continued since 1974.

Nick followed in those agricultural footsteps after graduating from Central High School and attending California Baptist University, where he competed as a water polo player. After college, he returned home and went to work in agriculture, running commercial grape harvesting operations for Mark Sorensen. Today, Nick owns and operates Rocca Ranches, while also serving as president and CEO of the Oval Office Restrooms and Allstate Sanitary.

His involvement with the FCFB began in 2018 when he served as chair of the Young Farmers & Ranchers program. His father, Randy, was very involved in the program back in the 1970s. Nick values the opportunity to connect with fellow agricultural leaders, advocate for the industry and help strengthen the voice of farmers and ranchers across the county.

Outside of work, Nick enjoys time with his wife, Kimberly, and their two children, son Mack and daughter Charlie. He stays active in the community by coaching Mack's baseball team and also enjoys spending time outdoors hunting and fishing.