



November 22, 2024

Secretary Karen Ross
California Department of Food and Agriculture
Pest Exclusion Branch
1220 N Street, Room 241
Sacramento, California 95814

Re: Call for Nominations to the CDFA Nursery Advisory Board (NAB)

Dear Secretary Ross,

Wonderful Orchards LLC ("Wonderful") would like to nominate Mike Doiron, Senior Vice President and General Manager of Wonderful Nurseries, for a position on the California Department of Food and Agriculture's ("CDFA") Nursery Advisory Board.

Wonderful, in connection with our grower partners, farms and cultivates almonds, pistachios, various citrus varieties, pomegranates, wine grapes and nursery stock in California. Wonderful, through Wonderful Nurseries, is also one of the world's largest producers of grape wines. Wonderful Nurseries produces dormant and greenhouse-grown benchgrafts and other vineyard-related products, with a reputation for strong customer service and for product quality and manufacturing innovation. For the last 5 years, Mr. Doiron has directly overseen Wonderful Nurseries and has been intimately involved in all aspects of the novel research and development that goes into each and every variety produced by Wonderful. He has a diverse background, from 30-years of farming experience, to aerospace and defense administration, and has leveraged these experiences to foster further innovation in our nursery operations. We are confident that Mr. Doiron's unique background and skills will bring a fresh perspective to the nursery industry. As such, we respectfully request that you consider his appointment to the Nursery Advisory Board.

Please feel free to reach out with any questions or if you require additional information. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rob C. Yraceburu", with a long horizontal flourish extending to the right.

Rob C. Yraceburu
President

cc: Kristina Weber, CDFA Program Supervisor





CDFA NURSERY ADVISORY BOARD
PROSPECTIVE VOTING MEMBER APPOINTMENT QUESTIONNAIRE
Email resume and questionnaire to: nurseryservices@cdfa.ca.gov

APPLICANT PERSONAL INFORMATION

Name: Mike Doiron Date: _____
Mailing Address: _____
Telephone Number: _____ Email: _____

PROFESSIONAL INFORMATION

Name of Company (include Nursery License #): Wonderful Nurseries (#B2189.001)
Location (City and County): Wasco, Kern County
How long have you participated in this industry? 5 years

List names and dates of industry, trade, associations, and/or programs you are/and/or have been associated with:

Wonderful WPR rootstock development

Please state the reason(s) you would like to serve on this Board (indicate any areas of individual specialty and/or experience):

Over the past five years I have been responsible for all aspects of Wonderful Nurseries where we produce grapevines, pistachio trees, almond trees, and pomegranate trees. I've learned a tremendous amount and feel that this experience, along with my prior project and operations management, can bring added value to fulfill the charter of the Nursery Advisory board.

ADDITIONAL INFORMATION

What type of business are you involved with (check all that apply):

☐ Retailer ☐ Landscaper ☒ Producer

List the kinds of nursery stock that you have financial interest in (check all that apply):

☐ General Ornamentals ☐ Annuals/Perennials ☐ Indoor Foliage Plants
☐ Cut Flowers (production & wholesale) ☐ Retailers (large & small business) ☐ Turf/Sod
☐ Sub-Tropical (e.g. citrus, avocado) ☐ Strawberry ☒ IAB Assessed Nursery Stock (grapevine, fruit & nut trees, olives)
☐ Landscapers (must be licensed to sell nursery stock) ☐ Other (list kinds): _____

Approximate acreage or **number of units** within California (circle one): 7M units

Mike Doiron
Signature

11/21/2024
Date

Mike Doiron

Bakersfield, CA

SUMMARY

General Manager with diversified experience in Production Operations, Maintenance Management, Procurement, ERP Implementation, CMMS Systems, Project Management, Budgeting, and Cost Accounting.

CAREER PROGRESSION

Wonderful Orchards, SVP General Manager – Wonderful Nurseries (Wasco, CA) 2019 - present

Commercial grapevine, almond, pistachio, and pomegranate tree nursery producing over 10 million units and \$50mm revenue per year. Four locations with 60 permanent employees and up to 800 seasonal employees. Farming 600 acres of certified mother block and 400 acres of rotational bare root fields.

Responsibilities include:

Full P&L responsibility

COGS/Pricing management

Regulatory compliance (CDFA, USDA, APCD)

Continuous Improvement

KPI development and oversight

Domestic water system management

Capital Planning

ERP implementation (Oracle EBS)

Safety Management

Customer problem resolution

Wonderful Orchards, VP Procurement and Maintenance (Shafter, CA)

2012 - 2019

Procurement and Maintenance team consisting of 150 permanent employees.

Responsibilities included:

Managed \$100M fleet/irrigation equipment operation

Acquisition, maintenance, repairs, fueling, transportation, registration, and disposals

Six repair facilities throughout San Joaquin Valley

Fleet equipment replacement strategy and rent vs. own analysis

Deployed fleet-wide telematics system

Designed, operated, and maintained 5 fueling facilities and 12 mobile fueling units

Regulatory compliance (DOT, APCD, CUPA business plan)

Managed Procurement organization (\$200M annual spend)

Maintained 6 supply warehouse across the San Joaquin Valley with average inventory of \$15M of ag chemicals, equipment parts, irrigation system parts, safety supplies, and industrial supplies.

Implemented standardized bidding and award process

Strategic alliance with operations to properly plan purchase timing for greatest savings and efficiency

Wonderful Orchards, Special Projects Manager (Shafter, CA)

1994 - 2012

Almond, pistachio, and pomegranate grower with 100,000+ acres across Southern San Joaquin valley.

Responsibilities included:

Centralized procurement and supply operations

Implemented Computerized Maintenance Management System for over 7,000 fleet, facility, and irrigation assets

Developed pomegranate juice extraction system

Managed construction of pomegranate juice production plant

Implemented Process Pro ERP system for pomegranate juice business

Acquired and deployed 1,200-unit highway hopper trailer fleet. Created trailer dedicated repair and maintenance team.

TRW Space and Defense, Business Administrator (Redondo Beach, CA)

1989 - 1994

Responsibilities included:

Full Business-side support of Procurement Department (120 headcount)

KPI development and maintenance

Budget development and variance analysis

Headcount and salary forecasting

TRW Space and Defense, Production Control Planner (Redondo Beach, CA)

1985 - 1989

Government contractor for satellites, missile defense systems, and munition guidance systems. 27,000 employees at Redondo Beach, CA campus.

Responsibilities included:

Vendor interface for flight material ETA's

Coordinate with receiving inspection department on quality control holds

Coordinate with procurement team on vendor issues

Shop floor job tracking

EDUCATION

B.S., Business Administration, University of Phoenix – 1991

A.A. Information Systems, El Camino College – 1985