

NOMINATION FORM

GLOBAL HONOREE: RINCON VITOVA INSECTARIES

THE REGENERATIVE BUSINESS PRIZE 2016

Q1: Name of the business you are nominating: Rincon Vitova Insectaries

Q2: Contact information for your primary point of contact at this business:
(Answer removed)

Q3: If this business is selected as a finalist for the Prize, who should we work with to coordinate their recognition and participation in the Summit (same or different than your primary contact?)
Same as primary contact

Q4: This is a business that has been revenue positive for at least 3 years.

Yes

Q5: What stream are you nominating this business for? (Drop Down Menu)

FOODING – Businesses that nourish Life: from seed sourcing to managing food waste, e.g. agriculture, restaurant, food service, food innovation, nutrition.

Q6: Speak to at least four of the seven criteria. Explain your nomination based on how each criterion is demonstrated and documented. Embed appropriate links to supportive documents . Repeat your experience with your nominee for up to seven criteria.

Criterion 1. Use a Whole as the focus. All work is directly connected to the whole business, rather than parts and functions. Whole Systems approach is deeply integrated within the mission, goals, and operations of Rincon Vitova Insectaries. http://www.rinconvitova.com/letter_jan.htm Everett Dietrick, the founder of the company, recognized that in order to address pest problems a whole systems approach must be taken into consideration. To simply kill the pest is not effective enough. Through advanced studies in entomology, an innate business intuition, insight, and pragmatic innovation, Everett developed his Five Features of Integrated Pest Management (IPM). 1. Avoid Use of Destructive Pesticides 2. Build Beneficial Refugees 3. Monitor Insect Ecology 4. Develop Cultural Practices 5. Release Beneficial Organisms. http://www.rinconvitova.com/dietrick_papers.htm In working with varied clients, Rincon Vitova Insectaries has been able to supply biological solutions to pest problems for over fifty years through technical support, product distribution, and the sale of beneficial insects, seed blends, soil inoculants, and insect monitoring equipment. Additionally within the operations sides of the business, there has been significant investment to make the company as energy and resource efficient as possible through solar panel systems, solar hydronic heating, recycling, and composting. The development of a Permaculture Food Forest on site provides food for employees, habitats for beneficial insects, a supportive setting for Ventura county community activists, and a beautiful green setting in stark contrast to the oil fields that surround. All of these factors provide for a loyal customer base, reduced overhead costs, and profitability.

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Criterion 2. Work from potential rather than problems in existence. Intention to build from what is essential, rather than overcome current challenges. Rather than fighting toxic pesticides, Rincon Vitova provides a living, viable alternative. Rincon Vitova Insectaries' work has the potential to radically alter the world's agricultural systems, effectively reestablishing the paradigm of pest management from one of chemical control to one of biological control. Ironically, this advancement is a shift from the ways of new (chemicals) to the ways of old (biological). The methodologies utilized in the development of the company were developed prior to the widespread adoption of the chemical pesticide industry, post WW2. These principles of insect ecology are millions of years strong! What is the further potential of the world integrating a biological approach to pest control? Millions of gallons of chemicals eliminated from our environment, healthier agricultural soil ecology the world over, healthier people due to a reduced intake of chemical residues, etc. etc. etc. <http://www.rinconvitova.com/history%20BC.htm>
http://www.rinconvitova.com/dietrick_papers.htm#Integrated Pest Control - Theory And Practice

Criterion 3. World is seen and engaged more in terms of processes than things (e.g. life is not objectified). See Everett's Five Features of IPM http://www.rinconvitova.com/dietrick_papers.htm

Criterion 4. Work with each living entity as "singular" and having an essence particular to it. Rincon-Vitova describes and celebrates the role individual insects play in an ecosystem. Then that role is combined with other predators, parasites, pathogens and antagonists to propose a strategy to deal with a particular pest on a particular crop. This is developed in new insect profiles that will be on the new company website.

Criterion 5. See and work with living systems as nested and reciprocally impacting one another. This concept is truly the foundation of Rincon Vitova Insectaries. A biological approach to pest control. Any of the papers within the Dietrick Papers directly address this concept.
http://www.rinconvitova.com/dietrick_papers.htm

Criterion 6. See and work where confluence of flows and energies meet as a nodal point of impact. One of the first insects that Everett (Deke) Dietrick reared in the lab and developed a strategy for release in cotton, was Trichogramma, a moth egg parasite. This micro wasp controlled the "worm" pests in cotton and was the basis for shifting the Imperial Valley of CA to biological cotton. When the Bt cotton was announced by biotech companies, Jan and Everett Dietrick knew that there was no agronomic, economic or environmental need for such a product. Rincon-Vitova took a corporate stand against GMO crops and food. When Prop 37, label GMO initiative, was introduced in 2012, Rincon-Vitova put a lot of resources into educating folks that eating GMOs is bad for your health. This was a chance to leverage the energy and social capital of holistic health professionals, organic farmers, and foodies into educating the public that how your food is grown is important to your health. The subtext was that pesticides are not needed to grow food. Jan and Ron trained with Jeffrey Smith of the Institute of Responsible Technology to give effective talks on the hazards of GMO foods. http://www.rinconvitova.com/gmo_label/RVlendorse.htm The battle was lost due to a massive dis-information campaign by big ag and big food, but the campaign was successful with current consumer rejection of GMO foods. GMO-Free is the fastest growing food label so the weak national GMO labeling law is now irrelevant, as major food processors like Campbell's and General Mills are labeling their products because of consumer demand.

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(CONTINUED FROM PAGE 2)**

Criterion 7. Work developmentally with people and materials, as a ritual in the organization's life.Rincon Vitova Insectaries works developmentally with people and materials across the board. Firstly, the education of farmers and ranchers on proper IPM management strategies is a foundation ritual within the organization. Customer service persons spend a lot of time talking customers out of buying unnecessary products, and encouraging conservation biocontrol - building habitat to grow beneficial insects by the way you farm. Operationally, through a large scale solar system and solar hydronic heating system, energy inputs are greatly reduced. Recycling and composting are deeply integrated within operational procedures of the company. Employees are encouraged to take courses at local schools that relate to the business and half the tuition is paid at the course start and if they pass the course the other half is paid. Attendance at farm and pest control meetings is covered to encourage personal development. Additionally, employees are offered subsidized Transcendental Meditation Instruction. Time and space are provided for employees that have challenged home environments to meditate in the office. TM checking is available during work hours. Intern programs support students who want to learn about biological control as a profession and career. A workspace and storage area is offered for environmental organizations, community organizations, and budding young entrepreneurs within Ventura county. The company strives to fill the role of a green business incubator.

Q7: Include a link to a video for your nomination (optional). Please note: Video must be NO MORE THAN 2 minutes.

Respondent skipped this question