



S3 Food Symposium, May 25-27, 2011
Monterey Marriott Hotel, Monterey CA

Speaker Biographies/Contact Information

Mr. Rick Firme, HR/Safety Director, Azcona Ag. Management



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Born in Salinas & raised in the Salinas Valley. Rick worked in the fields throughout the Salinas Valley harvesting strawberries/sugar beets/carrots/lettuce varieties/etc. at a very young age during elementary school vacations and throughout High school vacations/weekends he also worked in packing sheds all during a time when there were no child labor laws, and when Food Safety Programs/Policies were virtually non-existent.

After High School Rick pursued a career in technical fields attending Hartnell College in Salinas CA and he became a Machinist. As a machinist he fabricated automation systems used in field harvesting units as well as automated systems used in salad cooler operations. This experience heightened his appreciation and understanding of all that goes into the food product ... from germination to harvest as well as processing via automated systems for market.

Today, Rick enjoys functioning as an HR/Safety Director with Azcona Ag Management where constant opportunities and challenges arise requiring the use of the many influences he has acquired over time from the "ag community" throughout his working life. This experience has provided him with valuable knowledge and understanding of the importance of protecting the food products via the reasonable implementation of Food Safety Policies/Programs especially due to the heavy investment that goes into putting a clean and healthy product on the tables of consumers all of which ultimately is a worthy goal.