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## Press Release: Local onion industry veteran takes helm of National Onion Association

Onion industry veteran [Jared Gutierrez](#) has taken the helm of the National Onion Association after serving the last two years as the organization's first vice president. For the last 30 years, his career has catapulted from onion farmer to general manager of Volm Companies' Pasco, Wash., office.

He will serve as the organization's president for the next two years.

Gutierrez looks to the position as one in which he can relate to all members of the NOA, from farmer to equipment dealer to seed sales. As he likes to say, he dirt in his veins.

"I know how to grow it, I know how to farm it, store it, cure it, run it to warehouse, package it, ship it and sell it. I know which equipment to use, which bags to use, etc.," Gutierrez said. He knows the onion market; he knows its quirks, where to fill gaps, and how to build sustainability. What he'd like to do is cement American onion farmers' role in regaining its share of the global onion industry.

"We used to be a net exporter of onions and now we're a net importer. How do we regain our share in the world?" he asked. "The onions grown here in the U.S. from all varieties to all sizes, we grow bigger onions here. We can produce, we know how to farm."

Yet, somehow, America has become a net importer of foreign onions. "We need to convince retailers to purchase local onions."

As the National Onion Association's new president, Gutierrez promises advocacy for the American farmer. He promises to continue to teach politicians the plight of the American farmer and fight to help them survive, especially the small family farm.

From onion farmer to shed manager and everything in between, his industry knowledge continues to launch him forward. After serving several years as general manager of Columbia Basin Onion in Hermiston, Ore., last summer, he was named general manager of Volm Company's Pasco, Wash., office. There, he plans to work with Washington and Oregon farmers, supporting their growing efforts. He credits the move to his great networking ability and his industry knowledge.

"That was a big thing for them in my recruiting process," Gutierrez said. "It doesn't take me out of the industry. I'm almost involved more in working with all the farmers on a different level. I'm their supporter. I'll help each one of them."

As president, he will advocate in Washington for the nation's onion farmers, and agriculture in general.

"I have dirt in my veins," he said. "I love farming, I love advocating. Being in the NOA, I've learned to advocate, especially when I go to Washington D.C. and talk with politicians to fight for the farmers of America and helping them understand what farmers of America go through."

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