



Family Business

Chino Valley Ranchers is a family company.

In the late 50's Charles Burton Nichols began producing his own eggs and the innovative concept of cage free chickens began.

In the 90's Chino Valley began organic production.

"Our business started in 1952; my dad started it. I was just a young boy. At that time my father had no chickens and we bought eggs from farmers, local farmers and he sold them to the LA market, in a small delivery truck.

So I told my guys I said you know what, if we can find the feed and have somebody grind and make it for us, lets start selling organic eggs. So they hunted around, I hunted around and we all got together and we got a farmer that located grains for us that were organic and eventually started producing organic eggs at a very small scale. We had about 2,000 chickens and people learn more about organics. " – Steve Nichols, President

And the tradition of family continues.

"Steve and I, and now our son Chris who is the 3rd generation is now involved." -- Kathy Nichols, CFO

At Chino Valley Ranchers we treat our employees like family.

"And so it's been a very unique scenario to come into such a small operation that cares so much about its family". – Dominic Diaz, Lakeview Ranch Manager

We have very many employees who have been with us twenty-plus years. I probably have forty, twenty year plus employees that have been in the business.

The reason is simple.

"One thing that is important to our company is the fact that we believe in what we are doing and probably the most important thing after caring for the birds or feeding the birds correctly, is the integrity that we feel is necessary to produce a product that the consumer can honestly buy and know what they are buying." – Tom Friend, Pullet and Feed Manager

"We are really blessed, we have great employees that's made us successful. And a lot of chickens, we call them our employees too." – Steve and Kathy Nichols, President and CFO

**A Tradition of Family. A Tradition of Innovation ... and the Best Place to Live if You're a Chicken.
Chino Valley Ranchers.**