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### **Ventura County Events**

**Simi Valley Street Fair**  
May 2nd 9am to 4pm  
Simi Town Center Way

**49th Annual Thousand Oaks Chili Cook Off, Car Show & Brew Festival**  
May 3rd 12pm to 5pm  
Conejo Creek Park North

**Moorpark Apricot Festival & Art Show**  
May 9th 9am to 4pm  
Historic High Street

**40th Annual California Strawberry Festival**  
May 16th & 17th  
10am to 6:30pm  
Ventura County Fairgrounds

**49th Annual Ojai Art in the Park**  
May 23rd 10am to 5pm  
Libby Park Downtown Ojai

### **Oxnard's Strawberry Legacy**



Did you know California is the U.S. state that produces the most strawberries, but only one city, in particular, gets to hold the esteemed title of Strawberry Capital of the World. It's Ventura County's very own Oxnard. Strawberry growing in Oxnard goes back decades, because of California's ideal climate and soil conditions making it a prime location for growing almost 90% of the country's juicy red fruits, according to California Strawberries.

Ventura County's mild coastal weather serves as an incredible advantage for strawberry farmers. Oxnard benefits from a temperate climate characterized by cool summer, which prevents the strawberries from overheating and losing their signature sweetness.

The soil in Oxnard also plays an essential role in its strawberry success. The soil is sandy and well-draining which is ideal for strawberry crops. This specific soil type prevents water from pooling around the roots, significantly lowering the risk of disease like root rot. In fact, farmers report that well-drained soils can lead to a 20% increase in crop yield compared to heavier soils.

Access to clean water has also played an important part in Oxnard's strawberry success. Event though California is known for severe droughts, Oxnard shines with reliable access to clean water sources. Farmers utilize both groundwater and recycled water irrigation systems. This innovation allows crops to thrive even in periods of water shortages, enabling farmer to maintain consistent production levels. For instance, water efficient practices have improved irrigation efficiency by up to 30%, ensuring crops remain healthy while conserving essential resources.

Strawberries have been part of Oxnard's agricultural identity for decades, but the commercial farming aspect expanded significantly in the early 20th century. Japanese immigrant farmers were among the first to recognize the area's potential. They introduced innovative farming techniques that boosted strawberry cultivation significantly.

## Welcome to Ventura Management

Perry Self  
Peggy Self  
Christian Aguilera  
Andrea Aguilera



**Happy Mother's Day!**  
May 10, 2026

- **Need to buy or sell your home? Ask how we can save you thousands!**
- **Know someone who needs help with property management. We can help!**

*Chris Marsh has been in the real estate business and serving the Ventura County area for over 35 years. He is well versed in all types of real estate matters.*



**Chris Marsh**  
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### Oxnard's Strawberry Legacy (cont.)

In the early 1900s, Japanese immigrant farmers established numerous strawberry farms, capitalizing on Oxnard's favorable conditions. These forward-thinking individuals adopted agricultural techniques, such as crop rotation and improved irrigation, which led to a 15% increase in yield over the years. Their contributions not only shaped Oxnard's agricultural landscape but enriched the community with agricultural skill and knowledge passed down through generations.

By the 1960s and 1970s, the increasing demand for fresh fruit led to a boom in large-scale strawberry production. Oxnard became a key player in this growth, transforming the Oxnard Plains into a bustling hub for strawberry packing, shipping and export. Reports indicated that Oxnard became responsible for supplying fresh strawberries not just to California, but to international markets, including significant exports to Japan. This growth marked a pivotal moment for the community and solidified the strawberry farming legacy within Oxnard's culture.

Because of the economic and cultural impact of strawberries in Oxnard, strawberries aren't just a crop they're the lifeblood of the local economy and a symbol of community pride. As Ventura County's most valuable crop, strawberries generate over \$1 billion annually, with Oxnard producing nearly one-third of all California strawberries (Ventura County Agricultural Report, 2024). The California Strawberry Festival, launched in 1984, celebrates this legacy with strawberry -themed treats, farm tours, and sustainability education, connecting the community to its agricultural roots.



Oxnard's strawberry legacy represents a beautiful blend of favorable environmental conditions, hard work, and rich agricultural history establishing it as a leader in strawberry farming.

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### May Quote:

*There are three ways of getting something done: do it yourself, hire someone to do it, or ask your kids not to do it.*

*Malcolm Kushner*

Member of the National Association of Residential Property Managers

