



## Featured California Winegrower: Sohan Samran Madera

*"You've got to make work fun."*

Winegrape grower Sohan Samran approaches his life and his work playfully. He's not afraid to admit the blood-red juices of a Rubired grape would make a great practical joke on a friend. And although harvest is an event of hard work, it's also a time to celebrate. With a tailgate party in the vineyard. Simple pleasures.

The son of Indian emigrants, Sohan also understands optimism. His parents arrived in California as unskilled workers in the 70s. They toiled in the fields, saving what they could to buy a slice of the American dream. Acre by acre. Following their lead, Sohan started working in agriculture at 18. And never looked back.

"This is all I know."



Although the Samrans were building their farm business, it wasn't enough to also sustain Sohan after college. He considered selling real estate. Then opted to take a chance on a piece of land near Madera.

"I'm a risk taker. I'll try anything."

That ambition secured his place in the family business. Sohan and his brother, Sukh, together manage a total of 3,000 acres. They love the winegrapes, but run a diversified operation. Almonds are the perfect compliment.

Although being on the ranch is satisfaction enough, Sohan isn't afraid to get away on his Sea Ray ski boat. Fun in the sun. He also takes delight in watching his kids roam the land.

"For them right now, riding on a four-wheeler is the funnest thing in life." They must have taken notes from Dad.

**Education:** UC-Davis (ag business)

**Former Occupation:** Helped run a farm labor contractor business while in college

**Recent Accomplishment:** California Ag Leadership Class #35

**Food and Wine Pairing:** Merlot with chicken curry

**Quote:** "I don't have a fancy office and secretaries. We try to do everything ourselves."