



Mario Herrera

Sugarbeet Farmer

Johnstown, Colorado

He farms with his wife, brother and hired help on an eastern Colorado farm he purchased from a man his father worked for.

INTERESTING FACT

Herrera's father was born in Mexico and traveled to the U.S. looking for work. In 1952, Herrera's father found a job with farmer John Nelson and his wife Victoria. He later became an American citizen and Herrera bought the Nelson farm.

YOU HOED SUGARBEET ROWS BY HAND AS A CHILD. WHAT WAS THAT LIKE?

"It was grueling, but it taught us a lot of self-respect and what work is really about and that there are challenges that you can overcome."

WHAT DO YOU LOVE ABOUT SUGARBEETS?

"I really believe in sugarbeets because they are the one crop that will always pull the farm out."