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## **Generation Next: From rodeo queen to head of marketing for Boskovich**

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Whether she's roping cattle in a rodeo, hunting with her dad and brothers, or working for her family's business, Boskovich Farms Inc. in Oxnard, CA, 23-year-old Bridget Boskovich isn't afraid to call the shots.

As the company's new head of marketing and advertising, the young, go-getting produce professional comes with quite the impressive résumé.

A 2013 graduate of Pepperdine University, Boskovich earned her degree in psychology with a minor in industrial/organizational psychology. But her accomplishments don't just start and end with



academics. Bridget Boskovich riding her horse. She's also an award-winning rodeo queen who's been riding horses since the age of 5.

"I have won my fair share of blue ribbons as well as belt buckles and horse supplies," she revealed. "I grew up competing in rodeos and riding in local competitions almost every weekend. I barrel raced with my sister and roped cattle with my brothers ... sometimes roping them too!" she joked.

Speaking of her siblings, one of the major perks to her job is being able to spend time with her family, she said.

When asked what she enjoys most about working in the produce industry, Boskovich responded: "Being a part of the family business and getting to work alongside my family, as well as continuing



the tradition of being a family-owned business." Bridget Boskovich

And that tradition is a longstanding one.

Boskovich Farms was founded in 1915 when Stephen Boskovich, a young Croatian immigrant, began

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farming on seven acres of land in California's San Fernando Valley, according to the company's website.

Today, four generations later, the company is still family-owned-and-operated, with more than 15,000 acres in California and Mexico, producing about 30 different vegetable crops year round.

As for her specific role in the company, Boskovich is responsible for handling all social media, advertising, marketing and planning of upcoming travel, as well as responding to customer feedback. She said her relative youth brings a new energy and voice to the team.

"I think that I bring fresh ideas and new perspectives to Boskovich Farms," she told *The Produce News*.

Traveling and attending industry shows is another perk of the job, she said.



Bridget Boskovich on a hunting trip with her father, Phil Boskovich Jr. "I loved going to the PMA Fresh Summit in Anaheim, CA," said Boskovich. "It was my first experience and introduction to the world of produce and it opened my eyes to how vast the industry is. I love traveling, so every new state and city I go to is another experience and chance for me to grow and expand my knowledge of the industry."

Her family has also played a major role in showing her the ropes. At the age of 5, Boskovich began working at her family's fruit stand, husking corn, bagging, and helping to carry the customers' fruits and vegetables to their cars. "Right next to the fruit stand, we had some horses and cattle and I had to feed and groom the horses as well as clean their stalls if I wanted to ride them," she added.

In addition to working the fruit stand and riding in rodeos, Boskovich's father, Phil Boskovich Jr., made sure his little girl knew how to shoot a gun, whether it was a shotgun, rifle or pistol.

"My dad taught me everything about hunting, from how to shoot to using calls to sending our hunting

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dog to retrieve, and even cleaning the birds, while my mom taught me to cook what we would shoot from the day,” she said.

So much responsibility at such a young age has clearly helped to shape the person and hard-worker Boskovich is today.

“I learned that hard work pays off and having responsibilities at an early age has helped me carry through the responsibilities that I have today,” she said.

As with any job, there are always going to be challenges. Boskovich acknowledged that making sure she fulfills all her daily duties can be tough considering she’s new to the business and doesn’t have as much experience as her coworkers. However, she’s determined to live up to her family’s expectations and work her way up the company ladder.

Patience, she noted, will be key, but that’s nothing new for this duck-hunting, cattle-roping beauty.

“I know that as long as I work hard and stay dedicated and focused, I will get to where I want to be,” she concluded.

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