

Bob Vice
Senior Advisor to the Board of Trustees
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Bob Vice has been with PLF for 10 years and served as Chair of PLF's 25th Anniversary. Bob served as the President of the California Farm Bureau Federation from 1989 to 1997 and was Vice President from 1981 to 1989. He served on the Board of Directors of the American Farm Bureau for six years.

Bob led agricultural trade missions on behalf of American farmers to 35 countries in Asia, Europe, South America and the former Soviet Union. Bob served two, four-year terms, one as chairman of the 11th District (San Francisco) Federal Reserve Bank Board Small Business and Agriculture Advisory Council.

He served 18 years as a Director of the Del Mar (San Diego County) Fair and The State Horse Track Leasing Commission. Governors Deukmejian and Wilson appointed him to both positions.

Bob grows avocados in Fallbrook and Valley Center, California. He and his wife Carilyn have four children and four grandchildren.