



# ROWLYNDA JILLE MORETTI

Rowlynda Moretti was born & raised on a fourth-generation cattle ranch in the San Diego Backcountry. The name of the ranch is Carrisito meaning “pleasant place” in Swiss-Italian. She comes from agriculture on both sides, her family has also owned The Julian Cider Mill for four generations.

Rowlynda graduated Summa Cum Laude from the University of California, San Diego in 2015, where she majored in Political Science with an emphasis in Public Law, and minored in Visual Arts – Photography. Rowlynda’s passion has

always been cattle ranching, and she returned to the family ranch after college. The ranch is a calf-cow operation and through the ranch’s four generations of history, the same goal has remained - to ensure that family traditions are passed from one generation to the next. The family sells USDA approved beef, pork, lamb and goat by the pound as well as whole and half beef and pork “on the hoof”. Rowlynda also raises turkeys, and is proud to provide her community with a local source of protein.

Rowlynda completed a Professional Certificate in Marketing as well as a Professional Certificate in Digital Marketing through the University of California San Diego extension in 2020. Rowlynda is a certified yoga teacher, a Notary Public, and a substitute teacher. She is the current Vice President of the San Diego / Imperial County Cattlemen’s Association as well as the Legislation Committee Chairperson for the San Diego County CowBelles.

Rowlynda began working for the C4 Foundation in 2019.

Rowlynda is an avid outdoorswoman. She enjoys hunting, shooting, jeeping, photography, and is an ardent runner.