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## Calif. company buys Soncrest, plans expansion

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Hidden Villa Ranch of southern California has purchased Soncrest Eggs of Gonzales in a deal that was finalized March 24 for an undisclosed amount.

Hidden Villa Ranch Executive Vice President Michael Sencer said, "Our plan is to not make any changes, but to expand the business and bring in jobs. We hope to bring our expertise to help grow the industry.

"It takes a number of months for a company such as ours to make changes — to practices, not to people. We are just thrilled he (the previous owner) chose us to take over his company. Lots of good people there!"

Sencer said when he was here recently, he noticed the numerous empty barns in the area. "We hope to lease them and increase the business potential. We want to contract with small family growers and are looking for farmers in this area."

Tim Luberski started Hidden Villa Ranch in the late '60's, naming the company after his parents' southern California chicken farm. Luberski Holdings includes diverse companies such as the Horizon Organics brand, and real estate investment, energy exploration, and philanthropic organizations.