



Mario Martins Simoes

August 30, 1935 - April 14, 2025

Mario Martins Simoes, a leader, mentor, and pillar of his community, passed away peacefully on April 14, 2025 at the age of 89 years old. Mario leaves behind a lasting legacy of hard work, humility and unwavering love for others and a sense of humor that drew you in.

Mario was born on August 30, 1935, in Santa Barbara, Terceira, Azores, to Isaias and Olivia Simoes. He was the eldest of 11 children and shared a unique bond with his identical twin brother, Joe. Mario is survived by his siblings Joe Simoes, Rico Simoes, Carolina Raulino, Nivia Fernandes, Zita Simoes, Olivia Souza, Frank Simoes, and Phyllis Lowe. He was preceded in death by both of his mothers, Olivia Mendes Simoes and Albertina Mendes Simoes, his father Isaias Simoes, his sister Mary Oliveira, brother John Simoes, brothers-in-law, Tony Oliveira, John Fernandes, Manuel Raulino, Danny Souza, Joe Souza, Tony Mathias and sisters-in-law Carolyn Miguel Souza and Clarice Souza Mathias, nephew Manuel Oliveira, and great-nieces Chandler Souza and Mia Marie Kumbi.

On November 10, 1958, Mario married the love of his life, Gloria Souza. Together they raised five children: Mario Jr. (Celeste), Leanne (David), Melvin (Glynette), Mark, and their youngest daughter Leslene (Robert, known as Chipper). He was preceded in death by his daughter Leslene, grandson Michael, and former son-in-law Mark Ribeiro.

Mario is survived by his loving wife Gloria of 66 years, his children, 11 grandchildren, and 3 great-grandchildren, with a new great-grandson expected this coming September.

From a young age, Mario knew the weight of responsibility. He lost his mother at the age of 9 and his father at 41-losses that shaped him into a man of grace and wisdom rather than hardness. In 1951, at just 15 years old, he emigrated from the Azores to America with four of his siblings, chasing a dream of a better life filled with hope and sacrifice.

In 1970, Mario and his twin brother Joe made those dreams a reality by founding their own dairy business. The brothers worked dawn to dusk, driven by faith, integrity and a deep love for the land and animals under their care. Those who knew Mario knew just how much he loved his cows.

Over the years, Mario made significant contributions to the dairy industry and his community. He served as SPDES President in 1986, a Delegate for Land O'Lakes in 1998, and a Director for Western United Dairymen. The Simoes twins became well-respected figures within the industry, earning titles as Farmers of the Year (2008), Tipton Community Council's "Men of the Year" (2015), and Dairy Family of the Year by the Tulare Chamber of Commerce (2018). In 2017, they proudly rode in the Rose Parade as the oldest active twin dairymen in California.

Despite numerous accolades, what truly defined Mario was his humility, generosity, and heart. He was a man who quietly lit up the lives of those around him. Whether sharing advice over a cup of coffee, helping a neighbor, or mentoring a young dairyman, Mario was always present for those who needed him. His door, and his heart, were always open.

Even in his later years, when health challenges made life more difficult, Mario

remained full of gratitude, humor, and grace. Though he retired when his body could no longer allow him to work, while his memory failed him at times, his spirit remained sharp, always rooted in faith, family, and service to others.

Services to Honor Mario's Life

A memorial viewing will be held on Sunday, April 27, 2025, from 4:30 p.m. to 6:00 p.m., with the Rosary immediately following.

The funeral service will take place on Monday, April 28, 2025, at St. Aloysius Church in Tulare, beginning at 10:30 a.m., followed by interment at Tulare District Cemetery.

Following the services, family and friends are invited to gather for a Festa-style celebration of Mario's life at the SPDES Hall in Tipton. All are welcome to join us in remembering and honoring him.

Services have been entrusted to Salser & Dillard Funeral Chapel. Memorial Tributes and condolences may be offered by logging onto www.salseranddillard.com.

Previous Events

Visitation

APR 27. 4:30 PM - 6:00 PM (PT)

Salser & Dillard Life Event Center
135 E Caldwell Ave
Visalia, CA 93277

Rosary

APR 27. 6:00 PM - 7:00 PM (PT)

Salser & Dillard Life Event Center
135 E Caldwell Ave
Visalia, CA 93277

Mass of Christian Burial

APR 28. 10:30 AM - 11:30 AM (PT)

St. Aloysius Catholic Church
125 E. Pleasant Avenue
Tulare, CA 93274

Graveside

APR 28. 12:00 PM - 1:00 PM (PT)

Tulare Cemetery
900 E. Kern Ave.
Tulare, CA 93274

Celebration of Life

APR **28**. 1:00 PM (PT)

SPDES Hall - Tipton
198 S Evans Rd
Tipton, CA 93272

Tribute Wall



“ *Salser & Dillard Funeral Chapel created a Tribute Video in memory of Mario Martins Simoes*



Salser & Dillard Funeral Chapel - April 28, 2025 at 12:22 PM



“ *Salser & Dillard Funeral Chapel created a Webcast in memory of Mario Martins Simoes*



Salser & Dillard Funeral Chapel - April 24, 2025 at 04:04 PM



“ *Mobile Webcast of the Mass from St. Aloysius Catholic Church in Tulare at 10:30am followed by Mobile Webcast of the Committal from Tulare Cemetery at 12:00pm*

<https://www.viewlogies.net/salser-and-dillard/FQHkijd2R?pin=512611>

Salser & Dillard Funeral Chapels - April 27, 2025 at 08:29 PM

LV

“ *Lisandra V. planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Mario Martins Simoes.*

Lisandra V. - April 30, 2025 at 05:08 PM



“ *Divine Peace Bouquet was purchased for the family of Mario Martins Simoes.*



April 25, 2025 at 10:08 AM



“ *A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Mario Martins Simoes.*

April 25, 2025 at 10:08 AM



“ *Peaceful White Lilies Basket was purchased for the family of Mario Martins Simoes.*



April 23, 2025 at 11:04 PM

PL

“ *The Phyllis & Tom Lowe family planted a tree in loving memory of Mario.*

Phyllis Lowe - April 23, 2025 at 04:49 PM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Mario Martins Simoes.

April 23, 2025 at 04:47 PM



“ Divine Peace Bouquet was purchased for the family of Mario Martins Simoes.



April 23, 2025 at 04:13 PM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Mario Martins Simoes.

April 23, 2025 at 04:13 PM



“ Hutchinson Family purchased the Divine Peace Bouquet for the family of Mario Martins Simoes.



Hutchinson Family - April 23, 2025 at 03:49 PM



“ Hutchinson Family planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Mario Martins Simoes.

Hutchinson Family - April 23, 2025 at 03:49 PM



“ *Serenity Wreath was purchased for the family of Mario Martins Simoes.*



April 23, 2025 at 12:12 PM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Mario Martins Simoes.

April 23, 2025 at 12:12 PM



“ *Bruno Costa & Family purchased the Sentiments of Serenity Spray for the family of Mario Martins Simoes.*



Bruno Costa & Family - April 23, 2025 at 10:08 AM



“ *Bruno Costa & Family planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Mario Martins Simoes.*

Bruno Costa & Family - April 23, 2025 at 10:08 AM



“ *Rico Simoes & Family planted a tree in loving memory of our brother Mario.*

Rico Simoes - April 22, 2025 at 04:04 PM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Mario Martins Simoes.

April 22, 2025 at 04:02 PM



“ The Frank Simoes Family Planted a tree in loving memory of my big Brother Mario. His gentle spirit will lovingly live on in our memories forever.

Frank L Simoes - April 22, 2025 at 02:10 PM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Mario Martins Simoes.

April 22, 2025 at 02:03 PM



“ Curti Family purchased the Forever Our Angel Bouquet for the family of Mario Martins Simoes.



Curti Family - April 22, 2025 at 08:20 AM



“ Curti Family planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Mario Martins Simoes.

Curti Family - April 22, 2025 at 08:20 AM