

Tell Your Story, Sell Your Produce: Tour of Produce Markets

5:15 – 6:15 **Watsonville to San Martin** November 5, 2013

7:30 – 10:00 **San Francisco Wholesale Produce Market** Michael Janis
SF Wholesale Produce Market
Jack Pizza
Washington Vegetable
Company Produce, a distributor, to hear from Ric Tombari and Bill Fujimoto
Cooks Company Produce

10:15 – 11:15 **Good Eggs** Julian Nachtigal
Good Eggs
Good Eggs is an online food hub that also aggregates and delivers product from small producers. This is a leading edge business model that offers real opportunity to small and midsized farmers.

12:00 – 2:30 **Stanford University** Diane Mavica
Dara Olmsted Silverstein
Stanford University
Scott Davis
FreshPoint-San Francisco
Mark S. Franco
American AgCredit, Salinas
Stanford Dining, through the [Sustainable Food Program](#), has developed a set of purchasing guidelines for food that is: local, direct, organic/sustainable, humane, and fair. Stanford contracts with FreshPoint-San Francisco for most produce deliveries.
We will eat lunch here and hear a from a Farm Credit Loan officer about the uses and sources of capital for farming enterprises.

3:00 – 4:00 **Chef's Choice** Bob Menefra
Chefs Choice
A Buy Fresh Buy Local and CAFF member, Chef's Choice is a produce company with a delivery area that covers the greater Bay Area. They have large tech company clients who prefer to source from local, and sustainable farms.

4:30 – 5:15 **New Leaf Community Markets** Maroka Kawamura
Ysa Mandac
New Leaf Community Markets - San Jose
Founded in Santa Cruz this small grocery chain has six stores. Their commitment to sourcing locally has resulted in an unusual policy to empower local produce managers to take delivery at the store level.

5:45 – 6:30 **San Martin to Watsonville**

Tour Guide – David Visher's Cell Phone is (530) 574-6824

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